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1991 Alberta Resident Travel Survey

Provincial Summary

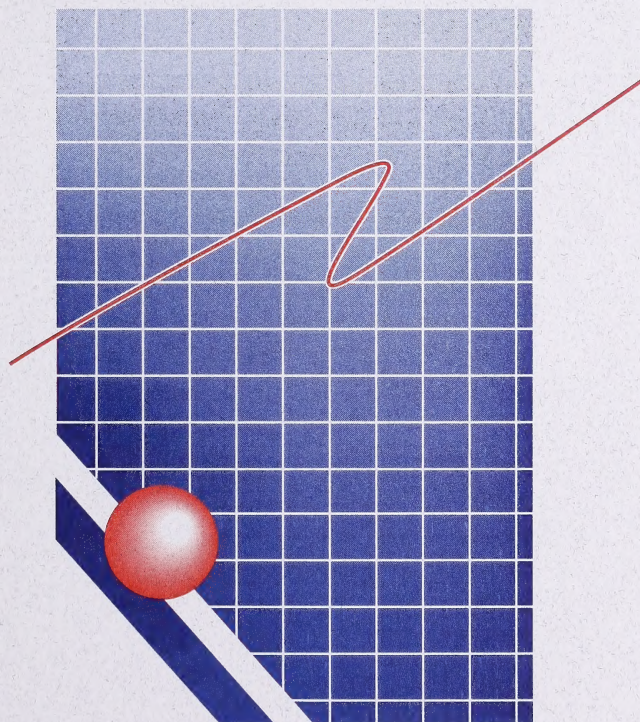




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1991 Alberta Resident Travel Survey Provincial Summary

Prepared by:
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June 1994

Alberta
ECONOMIC DEVELOPMENT
AND TOURISM

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Introduction

1991 Alberta Resident Travel Survey - Provincial Summary

About the Study

In order to gain an understanding of travel patterns and expenditures in the Alberta travel and tourism industry, Gallup Canada, Inc. was commissioned by Alberta Economic Development and Tourism to conduct a telephone/mail back survey of Alberta residents in 1991. This study complements the 1990 Alberta Non-Resident Travel Exit Survey. Together, the 1990 Non-Resident Travel Exit Survey and the 1991 Alberta Resident Travel Survey are intended to provide a comprehensive source of information on current trends in the travel and tourism industry in Alberta.

The data provided by this survey are used extensively by both public and private sectors of the tourism industry. Information collected by this study is intended to be used in five specific ways as follows:

- to assist in operational planning and decision making by both public and private sector participants in the tourism and travel industry;
- to provide a basis for planning and policy decisions at the Provincial and Sub-Provincial levels;
- to assist in making development decisions;
- to help in the formation of effective marketing and promotional strategies; and
- to input directly into the estimation of tourism receipts in future years.

The following report provides a summary of the main findings from the 1991 survey. Other reports from the survey deal with specific topics including vacation/pleasure travel, travel to visit friends and relatives, travel for shopping, business and convention travel, travel by residents of Edmonton and Calgary and out-of-province travel. For a complete listing of reports refer to Appendix 4.

For more detailed information about resident travellers in Alberta, contact Alberta Economic Development and Tourism.

Objectives

The 1991 Alberta Resident Travel Study was designed to meet the following broad objectives:

- to reliably estimate the volume and value of resident travel within the Province of Alberta, to each of its fourteen tourism zones and to major regional and community destinations in the province.
- to reliably estimate the volume and value of trips made by Albertans travelling outside of the province.
- to obtain detailed information on the characteristics of Alberta travellers and their trips.
- to provide a summary analysis of the data at the annual, seasonal, tourism zone, traveller origin, destination and product levels.

Methodology

Method

The 1991 Alberta Resident Travel Survey was conducted using both a telephone questionnaire and a self-completion mail-back questionnaire. Copies of the questionnaires can be found in Appendix 3.

Telephone Survey Methodology

Households were selected from randomly generated telephone numbers based on live exchanges. In order to be included in the survey, all respondents had to have been 16 years of age or older and contacted at their primary residence in Alberta. From a list of eligible respondents living in the household, one was randomly selected to participate in the survey.

Data was gathered for both those respondents who had not taken a trip in the previous month (non-traveller) and those who had (traveller). All trips took place between January 1 and December 31, 1991, and were either overnight trips (at least one night away from home), or involved a same day destination of at least 40 km or 25 miles one way. Trips for the purposes of commuting to and from work, school or moving to a new residence were not included.

All telephone interviewing took place during the first two weeks of each month during 1991 and were conducted by Gallup interviewers.

A total of 17,704 telephone interviews were completed, 14,112 by travellers and 3,592 by non-travellers. Many respondents had taken more than one trip, resulting in data on a total of 25,781 unique trips.

Mailback Survey Methodology

All telephone survey respondents who had indicated taking a trip ending in the previous month and who were willing to provide their address were sent a general mailback questionnaire, up to two zone specific questionnaires, and an Alberta souvenir.

Two versions of the general mailback survey were used. One for trips where the main destination was within Alberta and the other for trips where the main destination was outside the province.

A total of 13,347 respondents to the telephone survey were sent the mailback package (9,746 with main destinations in Alberta and 3,601 with main destinations outside Alberta). A total of 5,292 questionnaires were returned by the deadline of February 28, 1992. Of the questionnaires returned, 1,565 were for non-Alberta trips (return rate of 43%), and 3,727 were for Alberta trips (return rate of 38%).

In addition to the general mailback survey, up to two zone-specific questionnaires were also sent to those who had travelled within Alberta. Respondents returned a total of 5,925 zone specific questionnaires.

Sample Design

The sample was a multi-stage, stratified, probability sample. The sample frame was stratified in order to increase the yield of the target population and to improve the precision of an estimate of the population. This sampling method was used to ensure a representative sample of travellers and non-travellers, distributed across the 14 tourism zones and by the 12 months of the study period. The stratification was done on the following basis:

1. Tourism Zone - each zone outside of Calgary and District and Edmonton was disproportionately sampled at approximately 5.6% of the sample. The Calgary and District and Edmonton Tourism Zones were sampled at approximately 16.6% of the sample.
2. Month - respondents were sampled disproportionately across the 12 calendar months to reflect anticipated variations in travel throughout the year. Larger samples were taken from the summer months.
3. Travellers/Non-Travellers - travellers and non-travellers were quota sampled. Non-travellers were sampled at approximately 20% of the total sample.

The results of the surveys were subsequently computer-weighted to reflect the probabilities of selection and to expand the sample to provide projections for all resident travellers and non-travellers.

For more complete details on the survey methodology and weighting of the data see the Technical Report.

Definitions

This report refers to the following definitions:

Traveller Trip	refers to one person taking one trip which was either a day trip of 40 km or more (one way) or an overnight trip consisting of at least one night away from home, either in Alberta or outside Alberta.	Zone Visitors	individuals who visited a specific zone as their main destination in Alberta, or who spent at least one night in the zone.
Visitor Trip	refers to one person taking one trip with a main destination in Alberta that was 40 km or more (one way) within Alberta or a trip with at least one night spent in the province (or tourism zone or community).	Same Day Visitor Trip	a trip taken by individuals who indicated a specific location as their main destination in Alberta without staying any nights in the province. This trip must have been a minimum of 40 km one way.
Household Trip	a trip taken together by persons from the same household. For example, 1 household trip might consist of 4 persons from the same household.	Overnight Visitor Trip	a trip taken by individuals who spent at least one night in the province.
Party Trip	a trip taken by all persons who were travelling together. A party trip may consist of more than one household. For example, 1 party trip might consist of 4 persons who may or may not be from the same household.	Household Composition	the people living in the household of the respondent, regardless of whether they travelled with the respondent or not.
Traveller Nights	nights spent by travellers on their trip. Traveller nights were calculated as the number of travellers multiplied by the number of nights spent on the trip. (e.g. 2 travellers staying 1 night equals 2 traveller nights).	Household Travel Party Composition	all persons from the household of the respondent who were travelling together. It does not necessarily reflect the composition of the entire travel party.
Visitor Nights	nights spent by visitors in the province. Visitor nights were calculated as the number of visitors multiplied by the number of nights spent in the province (e.g. 2 person staying 1 night in Alberta equals 2 visitor nights).	Entire Travel Party Composition	all persons whom the respondent considered to be travelling with him or her in the same immediate group. Travel parties need not be households. Accordingly, two adult parties are not necessarily couples and parties of adult(s) with children are not necessarily parent(s) and their offspring.
		Overnight Travel Package	a travel experience that included accommodation and at least one of the following items: transportation, meals, visit to attractions, or activities. The package covered a portion (but not necessarily all) of the trip.

Overview of Findings

Total Visitor Trips: 41,040,100 Visitor Trips

- In 1991, a total of 41.0 million visitor trips were made by Albertans within Alberta. Seventy per cent of these trips (28,469,000) were same day trips. 12.6 million of these trips were overnight trips, which represented 30% of all trips. (Section A)
- On average, Albertans spent 3.2 nights (excluding day trips) away from home, with an average of 2.4 nights spent in Alberta. (Section A)
- Winter (November 1 to April 14) was the season which received the greatest proportion of trips in Alberta (47% of all visitor trips ended during this season). Summer recorded the next largest number of visitor trips (25%). Spring and Fall were nearly equal with 15% and 14% of visitor trips respectively. (Section A)
- Edmonton and Calgary and District Tourism Zones were the most frequently visited zones, receiving 16% and 18% of all visitor trips respectively. (Section A)
- Travel parties consisting of individuals travelling alone (38%) and two adults travelling together (32%), were the two most common types of travel party compositions. Adults with children made up 24% of all party trips. (Section A)
- A total of \$3.2 billion was spent by Albertans travelling in the province. Same day trips accounted for \$1.7 billion of the expenditures while those on overnight trips spent a total of \$1.5 billion. (Section B)
- The median total expenditure per person per day was \$31.67. Same day visitors spent a median of \$30.00 per person per day while overnight visitors spent a median of \$42.50 per person per day. (Section B)
- The \$3.2 billion in expenditures contributed to many different sectors of the Alberta economy. Equal proportions (17% of expenditures) were spent on vehicle gas and maintenance and meals and refreshments. Retail and souvenir purchases accounted for 15% of total expenditures. (Section B)
- Vacation/pleasure was the most common main purpose of trip, accounting for 38% of all visitor trips. Visiting friends and relatives was next with 27% followed by shopping (14%) and personal business (11%). Business/convention trips made up 7% of all trips and 3% of trips were business/pleasure trips. (Section D)
- Shopping, business/convention and business/pleasure trips had the highest level of per person per day expenditures. Those on a trip to visit friends and relatives tended to spend the least per person per day. (Section D)
- A third of all shopping trips (34%) included a visit to Edmonton.
- The homes of friends and relatives were the most commonly utilized form of accommodation, with 50% of person nights spent with friends and relatives. Hotels/motels accounted for 22% of person nights followed by camping (18%). (Section E)
- More than 9 out of every 10 household trips involved the use of a private vehicle. Commercial forms of transportation (airplanes and bus) were used on less than 5% of household trips. (Section F)
- Visiting friends and relatives was the most common activity, participated in by people on 61% of all visitor trips, 55% of same day trips and 72% of overnight trips. (Section J)
- Other popular activities included dining out in restaurants, resting and relaxing, shopping, taking pictures or filming, sightseeing in the countryside, viewing wildlife, and personal errands. (Section J)
- The most important factors in selecting a vacation destination were standards of hygiene and cleanliness, personal safety, scenery, and environmental quality of air, water and soil. (Section K)
- Alberta was rated highly in terms of the following factors: scenery; downhill skiing; National Parks; cross country skiing; outdoor activities; variety of things to see and do; personal safety; standards of hygiene and cleanliness; golfing; and hunting. (Section L)
- Alberta was rated lowest in terms of expense related attributes such as value for vacation money, inexpensive restaurants, budget accommodations and inexpensive travel in Alberta. (Section L)

Overview of Findings

- A third of all visitor trips did not make use of any information sources in planning the trip. A previous visit was the most commonly used source of information, followed by advice from friends and relatives. Less than 10% of visitor trips utilized information from advertisements, Travel Alberta/Alberta Tourism or articles/features in newspapers or magazines. (Section N)
- Previous visits and advice from friends and relatives were cited as the two most helpful sources of information used in trip planning. (Section N)
- A total of 45.1 million person trips were made by Albertans in 1991 to both destinations inside and outside the province. Five and a half million or 12% of these trips were made to destinations outside Alberta. (Section O)
- British Columbia was the most frequently visited destination outside of Alberta, followed by the United States. (Section O)
- Expenditures spent outside the province totalled \$2.3 billion in 1991. (Section O)
- An importance-performance analysis indicated that Alberta's performance in the area of economical travel needs improvement. (Section P)
- Alberta's greatest strengths include standards of hygiene, scenery, personal safety, National Parks, outdoor activities, campgrounds and trailer parks, shopping and high quality restaurants. (Section P)
- In comparing the demographics of travellers and non-travellers, it was noted that those who travelled were generally younger in age, came from households consisting of families with children, came from households with a higher socio-economic status and were more educated than those who had not travelled. (Section Q)

Same Day Visitor Trips: 28,469,000 Visitor Trips

- A total of 28.5 million same day visitor trips were made by Albertans in 1991. Same day visitors spent a median of \$30.00 on each trip for a total of \$1.7 billion in expenditures in 1991. (Section A)
- The main purpose for same day trips was very similar to the overall trip profile, however, a larger proportion included shopping as the main purpose of the trip (19% on same day trips versus 14% on total trips). (Section D)
- While visiting friends and relatives was the most frequently reported (55%) trip activity during same day trips, dining out in restaurants and shopping were frequent activities as well (42% and 39%, respectively). (Section J)

Overnight Visitor Trips: 12,571,200 Visitor Trips

- Albertans made 12.6 million overnight visitor trips in Alberta in 1991. Median per person per day expenditures for overnight visitor trips was \$42.50. In total, overnight visitors spent \$1.5 billion in Alberta. (Section A)
- Overnight visitor trips were more likely to be for vacation/pleasure (45%), although a third (35%) were for the main purpose of visiting friends and relatives. Only 2% cited shopping as the main trip purpose. (Section D)
- Most (87%) overnight visitor trips involved the use of private vehicles as one of their modes of transportation. However, they were more likely than visitors on same day trips to have used a RV/motorhome or a commercial form of transportation such as an airplane or scheduled bus/coach. (Section F)
- Visiting friends and relatives (72%) and resting and relaxing (71%) stand out as the two main activities participated in during overnight trips. Overnight visitors tended to participate in a more diverse range of activities than same day visitors. A remarkable 13% of overnight trips included a visit to West Edmonton Mall, which made visiting the Mall more popular than visiting Provincial Parks as a trip activity (12%). (Section J)

Section A

Volume and Zone of Origin of Albertans Travelling in Alberta

Four out of ten trips originated from either Edmonton or Calgary and District

Of the 41 million visitor trips taken by Albertans within Alberta during 1991, 40% originated from either the Calgary and District (22%) or Edmonton (18%) Tourism Zones (see Exhibit 4). Other zones where significant numbers of visitor trips originated from were Battle River (10%), Chinook Country (10%), David Thompson Country (9%) and Land of the Midnight Twilight (7%). The tourism zones with the fewest number of originating visitor trips were Banff National Park and Jasper National Park Tourism Zones. Given the small resident populations in these two tourism zones, the lack of visitor trips originating from them is not surprising.

Generally, visitors tended to visit zones adjacent to their zone of residence or within their zone of residence. For example, residents of Chinook Country Tourism Zone made trips primarily to Chinook Country or Calgary and District Tourism Zones while residents of Land of the Midnight Twilight primarily visited Midnight Twilight or Edmonton.

Edmonton and Calgary and District Tourism Zones contributed proportionately fewer same day visitor trips (35% of all same day trips) than they did overnight visitor trips (50% of all overnight trips), however they still constituted over 10 million same day trips (see Exhibits 5 and 6).

Vacation/pleasure was main trip purpose for trips from 10 of 14 zones

As shown in Exhibits 1a and 1b, vacation/pleasure was the most frequently reported main purpose of trip for all visitor trips (38%). For trips originating in ten of the 14 tourism zones, vacation/pleasure was the most frequent trip purpose. For visitor trips originating in Game Country and Big Country Tourism Zones, the most frequent trip purpose was visiting friends and relatives. Trips which originated in Jasper National Park or Battle River Tourism Zones were most likely to be taken for the purpose of shopping.

Same day trips

Similar to all trips, vacation/pleasure was the most frequently reported main trip purpose for same day trips (see Exhibits 2a and 2b). However, there were some important differences among same day trips at the zone level. Vacation/pleasure was the most frequently reported main purpose for trips originating in only three zones, Chinook Country, David Thompson Country and Calgary and District. Trips to visit friends and relatives were most frequent for visitors from Edmonton and Game Country Tourism Zones. For trips originating in all other tourism zones, the most frequently reported main purpose was shopping.

Spending per person per day

On a spending per person per day basis, trips originating from Edmonton and Calgary and District Tourism Zones had the lowest median expenditure of all trips from any tourism zone (\$27.00 per person per day for both). The highest spending per person per day was on trips which originated from Jasper National Park Tourism Zone (\$72.00), followed by Banff National Park (\$49.00), Gateway (\$47.50), Land of the Midnight Twilight (\$45.00) and Big Country (\$43.00) Tourism Zones.

Nearly two-thirds of all trips included VFR as an activity

Based on data collected regarding accommodations and trip purpose, it is not surprising to find that 61% of visitor trips included visiting friends or relatives as an activity. Forty-five per cent of visitor trips involved dining out at restaurants while 45% included resting and relaxing as an activity participated in while travelling in Alberta. In 39% of trips, shopping was undertaken. Taking pictures or filming, sightseeing in the countryside, viewing wildlife and personal errands were other activities frequently participated in during trips in Alberta. It is also notable that 9% of all trips involved a visit to West Edmonton Mall. This figure was similar to the proportion of people who participated in family affairs such as weddings, etc. (9%).

Exhibit 1a : Visitor Origin - Summary Profile - Total Visitor Trips in Alberta

	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Volume of Visitor Trips								
Total visitor trips	41,040,100	3,989,400	1,230,300	1,094,400	3,890,400	4,180,100	2,851,200	1,992,100
Total same day visitor trips	28,469,000	3,125,900	909,700	868,400	2,811,300	3,252,400	1,930,400	1,457,500
Total overnight visitor trips	12,571,200	773,400	320,600	226,000	1,079,200	927,600	920,900	534,600
Total household trips	23,468,100	2,291,800	705,800	574,500	2,140,800	2,296,300	1,555,400	1,075,400
Total party trips	19,324,400	1,973,500	594,200	506,600	1,804,700	1,944,400	1,303,300	947,300
Average travel party size	2.1	2.0	2.1	2.2	2.2	2.2	2.2	2.1
Total visitor nights ¹	30,494,400	1,757,700	751,700	471,400	2,437,800	2,274,800	2,316,700	1,297,200
Length of Stay (excluding day trips)								
Average number of nights away from home	3.2	2.8	2.9	2.6	2.9	3.7	3.7	3.2
Average number of nights in Alberta	2.4	2.3	2.3	2.1	2.3	2.5	2.5	2.4
Main Purpose of Trip								
Visit friends/relatives	26.6	20.3	17.8	28.1	25.2	23.1	23.0	21.7
Vacation/pleasure	37.5	33.4	29.8	22.6	36.6	24.3	28.2	28.6
Business/pleasure	3.4	3.5*	5.2*	2.5*	5.1*	5.5*	3.0*	4.6*
Business/convention	6.5	5.9*	9.8	5.3*	5.8*	7.3*	7.6*	6.0*
Personal business	10.8	15.0	15.1	19.2	9.3	14.2	12.2	12.5
Shopping	14.1	21.8	21.9	22.2	16.9	25.3	24.2	26.2
Other/not stated	1.0	**	**	**	**	**	**	**
Total Visitor Trips	41,040,100	3,989,400	1,230,300	1,094,400	3,890,400	4,180,100	2,851,200	1,992,100
Tourism Zone(s) Visited²								
Chinook Country (Zone 1)	9.5	47.1	20.7	3.2*	2.5*	**	**	**
Gateway (Zone 2)	2.9	5.5*	48.6	6.9*	**	**	**	**
Big Country (Zone 3)	3.2	**	**	15.2	4.3*	3.2*	**	**
David Thompson Country (Zone 4)	11.3	2.4*	**	13.8	43.9	9.4	2.4*	4.8*
Battle River (Zone 5)	10.0	**	**	4.5*	4.0*	33.2	4.3*	10.8
Lakeland (Zone 6)	7.0	**	**	**	**	6.8*	41.8	**
Evergreen (Zone 7)	4.8	**	**	**	**	**	**	19.1
Land of the Mighty Peace (Zone 8)	2.1	**	**	**	**	**	**	**
Jasper National Park (Zone 9)	1.6	**	**	**	**	**	**	4.5*
Calgary & District (Zone 10)	18.0	39.2	21.7	50.7	28.0	6.0*	2.7*	4.8*
Edmonton (Zone 11)	16.0	2.4*	3.3*	3.7*	10.9	32.3	43.3	43.9
Banff National Park (Zone 12)	6.3	**	**	**	2.8*	**	**	**
Game Country (Zone 13)	3.6	**	**	**	**	**	**	2.7*
Land of the Midnight Twilight (Zone 14)	6.1	**	**	**	**	3.1*	4.5*	6.6*
Total Visitor Trips	41,040,100	3,989,400	1,230,300	1,094,400	3,890,400	4,180,100	2,851,200	1,992,100
Expenditures In Alberta								
Median ³ per person per trip	\$40.00	\$31.75	\$57.50	\$45.00	\$38.00	\$42.50	\$50.00	\$47.00
Median ³ per person per day	\$31.67	\$30.00	\$47.50	\$43.00	\$32.50	\$38.00	\$40.00	\$40.00
Total Expenditures In Alberta (000's)	\$3,186,740.9	\$290,537.2	\$113,548.7	\$82,783.6	\$329,352.4	\$323,198.8	\$264,674.8	\$191,145.1
Expenditures Outside Alberta								
Median ³ per person per trip	\$235.00	**	**	**	\$200.00*	**	\$250.00*	\$350.00*
Median ³ per person per day	\$47.62	**	**	**	\$65.38*	**	\$33.33*	\$60.00*
Total Expenditures Outside Alberta (000's)	\$555,725.4	**	**	**	\$33,123.6 *	**	\$59,420.8*	\$25,502.2*

¹ A visitor night is one person spending one night in the province or zone.

² A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 1b: Visitor Origin - Summary Profile - Total Visitor Trips in Alberta

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	
								Volume of Visitor Trip
1,046,300	88,100	8,852,200	7,403,000	202,400	1,194,600	3,025,900	41,040,100	Total visitor trips
754,000	61,300	5,829,500	4,232,900	159,700	788,100	2,197,900	28,469,000	Total same day visitor trips
292,300	26,800	3,022,600	3,170,200	42,600	406,500	827,900	12,571,200	Total overnight visitor trips
578,700	53,600	5,125,400	4,609,200	140,600	629,500	1,691,100	23,468,100	Total household trips
508,700	43,400	3,961,700	3,682,800	114,000	530,400	1,409,500	19,324,400	Total party trips
2.0	2.0	2.2	2.0	1.8	2.3	2.2	2.1	Average travel party size
867,400	77,700	7,105,600	7,946,700	97,600	1,139,800	1,952,400	30,494,400	Total visitor nights ¹
								Length of Stay (excluding day trips)
4.1	4.1	3.1	3.3	2.8	3.7	3.2	3.2	Average number of nights away from home
3.0	2.9	2.4	2.5	2.3	2.8	2.4	2.4	Average number of nights in Alberta
%	%	%	%	%	%	%	%	Main Purpose of Trip
23.8	13.3	25.8	39.1	10.8	27.0	25.2	26.6	Visit friends/relatives
24.7	19.9	56.3	43.5	42.0	23.1	26.6	37.5	Vacation/pleasure
4.2*	3.2*	1.7*	1.7*	5.2*	7.6	3.9*	3.4	Business/pleasure
10.8	5.3*	4.8	7.1	6.1*	6.4*	7.4	6.5	Business/convention
14.3	12.9	6.9	6.0	11.1	20.3	14.0	10.8	Personal business
21.7	43.1	3.2	1.2*	24.6	15.2	20.7	14.1	Shopping
**	2.4*	1.3*	1.3*	**	**	2.2*	1.0	Other/not stated
1,046,300	88,100	8,852,200	7,403,000	202,400	1,194,600	3,025,900	41,040,100	Total Visitor Trips
%	%	%	%	%	%	%	%	Tourism Zone(s) Visited ²
**	**	15.1	1.8*	**	**	**	9.5	Chinook Country (Zone 1)
**	**	2.1*	**	**	**	**	2.9	Gateway (Zone 2)
**	**	7.3	1.1*	**	**	**	3.2	Big Country (Zone 3)
**	**	14.9	8.6	**	2.3*	3.3*	11.3	David Thompson Country (Zone 4)
**	2.6*	2.0*	23.7	**	**	5.4*	10.0	Battle River (Zone 5)
**	**	**	13.2	**	**	6.0*	7.0	Lakeland (Zone 6)
**	56.7	**	15.1	**	3.2*	5.5*	4.8	Evergreen (Zone 7)
51.6	**	**	**	**	7.3*	3.6*	2.1	Land of the Mighty Peace (Zone 8)
**	10.6	**	4.4	**	**	**	1.6	Jasper National Park (Zone 9)
**	4.6*	25.7	11.4	57.1	3.0*	6.1*	18.0	Calgary & District (Zone 10)
8.3	21.6	8.8	5.1	**	18.6	33.0	16.0	Edmonton (Zone 11)
**	2.6*	22.0	3.8	33.9	**	**	6.3	Banff National Park (Zone 12)
30.2	**	**	2.1*	**	58.3	4.2*	3.6	Game Country (Zone 13)
7.4*	**	**	11.9	**	5.9*	32.4	6.1	Land of the Midnight Twilight (Zone 14)
1,046,300	88,100	8,852,200	7,403,000	202,400	1,194,600	3,025,900	41,040,100	Total Visitor Trips
								Expenditures In Alberta
\$50.00	\$95.00	\$34.50	\$35.00	\$57.50	\$40.00	\$45.00	\$40.00	Median ³ per person per trip
\$45.00	\$72.00	\$27.00	\$27.00	\$49.00	\$32.50	\$37.50	\$31.67	Median ³ per person per day
\$89,846.3	\$13,733.3	\$570,386.6	\$505,009.5	\$23,488.9	\$117,956.5	\$271,078.9	\$3,186,740.9	Total Expenditures In Alberta (000's)
								Expenditures Outside Alberta
**	\$350.00 *	\$200.00	\$260.00	\$300.00 *	\$287.50*	\$333.33*	\$235.00	Median ³ per person per trip
**	\$42.24*	\$50.00	\$46.67	\$100.00 *	\$38.46*	\$57.50*	\$47.62	Median ³ per person per day
**	\$1,277.7*	\$150,199.8	\$137,429.9	\$3,739.1 *	\$21,147.3 *	\$41,244.7 *	\$555,725.4	Total Expenditures Outside Alberta (000's)

¹ A visitor night is one person spending one night in the province or zone.

² A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

* Data cannot be released due to small sample size.

Exhibit 1c: Visitor Origin - Summary Profile - Total Visitor Trips in Alberta

	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
	%	%	%	%	%	%	%	%
Accommodation Used in Alberta								
Friends/relatives	50.1	53.1	55.7	53.3	59.0	49.3	57.3	46.9
Hotels/motels	22.4	25.0	22.7	16.5*	16.3	19.6	27.6	21.2
Camping	17.5	17.6*	19.0*	24.9	21.3	20.8	10.3*	22.9
Other fixed roof	7.7	**	**	**	**	8.7*	**	6.6*
Other/not stated	2.4	**	**	**	**	**	**	**
Total Visitor Nights¹	30,494,400	1,757,700	751,700	471,400	2,437,800	2,274,800	2,316,700	1,297,200
Season Trip Ended	%	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	11.6	17.1	17.4	13.0	15.4	14.2	13.9
Summer (June 15 to September 8)	24.7	18.2	22.7	23.4	26.4	23.8	27.5	22.8
Fall (September 9 to October 31)	13.6	11.0	12.7	12.8	13.2	15.2	14.8	15.5
Winter (November 1 to April 14)	46.9	59.2	47.5	46.4	47.3	45.6	43.6	47.8
Total Household Trips	23,468,100	2,291,800	705,800	574,500	2,140,800	2,296,300	1,555,400	1,075,400
Mode(s) of Transportation Used on Trip²	%	%	%	%	%	%	%	%
Private vehicle	91.8	94.1	91.9	92.8	93.2	93.7	92.0	93.8
RV/motorhome	1.2	**	**	**	1.7*	1.9*	**	**
Other motor vehicle	4.3	3.6*	3.5*	3.1*	6.2	2.7*	5.9*	4.3*
Scheduled bus/coach	2.4	5.1*	3.0*	2.5*	3.6*	4.7*	2.3*	**
Airplane	2.2		2.9*	**			**	**
Other	2.1			**			**	**
Total Household Trips	23,468,100	2,291,800	705,800	574,500	2,140,800	2,296,300	1,555,400	1,075,400
Entire Travel Party Composition	%	%	%	%	%	%	%	%
Individual	37.6	45.5	43.3	37.3	36.8	30.6	35.3	35.9
Two adults	32.1	26.3	28.0	27.6	28.9	42.5	35.9	36.1
3 or more adults - no children	6.6	4.9*	5.8*	5.2*	5.5*	5.1*	5.1*	4.6*
Adult(s) with children	23.5	23.2	22.6	29.7	28.8	21.6	23.7	23.1
Total Party Trips	19,324,400	1,973,500	594,200	506,600	1,804,700	1,944,400	1,303,300	947,300
Activities Participated in While in Alberta	%	%	%	%	%	%	%	%
Visiting friends and relatives	60.7	63.4	73.8	55.4	64.9	63.5	73.8	58.0
Dining out in restaurants	45.4	44.1	42.7	52.7	45.0	51.0	53.9	43.5
Resting and relaxing	45.3	35.0*	35.7*	40.5	54.4	30.0*	38.8*	40.2
Shopping	38.7	48.0	58.4	52.3	30.5*	57.5	42.0	39.6*
Taking pictures or filming	29.9	32.8*	14.3*	14.0*	31.4*	22.4*	22.4*	24.0*
Sightseeing in the countryside	28.0	28.6*	16.9*	20.8*	28.6*	15.6*	16.8*	27.4*
Viewing wildlife	22.4	16.6*	**	14.7*	22.0*	12.6*	15.4*	24.7*
Personal errands (e.g. visit doctor)	22.4	24.5*	23.5*	38.1	20.9*	42.4	26.4*	21.1*
Hiking/climbing	16.5	**	**	**	15.3*	13.5*	**	**
Visiting wilderness areas	15.6	**	**	**	18.1*	**	**	20.2*
Visiting mountainous areas	15.5	**	**	**	18.5*	**	**	13.0*
Sightseeing in cities	14.7	16.7*	14.1*	14.3*	13.8*	**	16.8*	15.7*
Swimming	13.1	**	**	14.0*	14.4*	**	**	12.1*
Visiting National Parks	11.7	17.8*	**	**	**	**	**	**
Birdwatching	10.1	**	**	**	**	**	**	**
Fishing	9.4	**	**	**	12.0*	**	**	**
Visiting Provincial Parks	9.1	**	**	**	**	**	**	**
Visiting West Edmonton Mall	8.7	**	**	**	**	**	19.9*	21.2*
Sunbathing/beach activities	8.7	**	**	**	**	**	**	**
Attending family affairs (e.g. weddings)	8.5	**	**	**	**	**	14.9*	**
Attending sporting events	8.4	18.8*	29.7*	**	**	**	**	**
Attending local festivals	7.4	**	**	**	**	**	**	12.5*
Visiting historical sites	6.0	15.2*	**	**	**	**	**	**
Downhill skiing	4.4	**	**	**	**	**	**	**
Visiting Royal Tyrrell Museum	4.3	14.6*	**	**	**	**	**	**
Total Visitor Trips³	41,090,100	3,912,400	1,317,200	1,033,500	3,420,600	4,695,500	2,958,600	1,972,700

¹ A visitor night is one person spending one night in Alberta.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 1d: Visitor Origin - Summary Profile - Visitor Trips in Alberta

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	
%	%	%	%	%	%	%	%	Accommodation Used in Alberta
57.9	56.7	47.3	46.2	65.4	53.0	47.7	50.1	Friends/relatives
23.3	26.9	25.4	20.5	20.8*	22.3	22.6	22.4	Hotels/motels
13.9	8.1*	18.5	15.3	7.8*	19.3	18.8	17.5	Camping
**	7.5*	6.1*	15.9	**	**	5.2*	7.7	Other fixed roof
**	**	2.6*	2.2*	**	**	5.8*	2.3	Other/not stated
867,400	77,700	7,105,600	7,946,700	97,600	1,139,800	1,952,400	30,494,400	Total Visitor Nights¹
%	%	%	%	%	%	%	%	Season Trip Ended
14.8	14.3	15.3	15.4	17.1	14.8	17.0	14.8	Spring (April 15 to June 14)
20.6	22.3	24.7	27.4	25.0	24.5	26.3	24.7	Summer (June 15 to September 8)
17.0	14.1	14.5	12.2	13.4	11.9	14.4	13.6	Fall (September 9 to October 31)
47.5	49.3	45.4	45.0	44.4	48.9	42.4	46.9	Winter (November 1 to April 14)
578,700	53,600	5,125,400	4,609,200	140,600	629,500	1,691,100	23,468,100	Total Household Trips
%	%	%	%	%	%	%	%	Mode(s) of Transportation Used on Trip ²
90.5	90.2*	89.9	91.7	89.9	92.4	88.5	91.8	Private vehicle
**	**	1.4*	1.3*	**	**	**	1.2	RV/motorhome
6.1*	**	3.9	2.6	3.7*	5.2*	8.4*	4.3	Other motor vehicle
2.6*	4.3*	3.5	2.6	5.0*	2.7*	2.0*	2.4	Scheduled bus/coach
**	**	3.2	3.2	**	3.3*	**	2.2	Airplane
**	5.4*	3.2	3.5	3.3*	2.3*	**	2.1	Other
578,700	53,600	5,125,400	4,609,200	140,600	629,500	1,691,100	23,468,100	Total Household Trips
%	%	%	%	%	%	%	%	Entire Travel Party Composition
43.2	34.7	31.8	43.5	47.3	34.3	38.1	37.6	Individual
28.9	38.9	34.8	29.7	36.8	28.9	28.1	32.1	Two adults
4.9*	6.0*	9.0	8.1	7.3*	5.9*	6.3*	6.6	3 or more adults - no children
23.0	20.1	24.2	18.5	8.5	30.5	27.5	23.5	Adult(s) with children
508,700	43,400	3,961,700	3,682,800	114,000	530,400	1,409,500	19,324,400	Total Party Trips
%	%	%	%	%	%	%	%	Activities Participated in While in Alberta
54.7	33.6*	47.9	65.1	65.8	66.4	62.2	60.7	Visiting friends and relatives
50.4	49.6	45.2	36.0	50.5*	45.9*	51.6	45.4	Dining out in restaurants
33.3*	26.4*	52.9	61.9	35.1*	33.9*	33.7*	45.3	Resting and relaxing
40.5	57.0	33.5	20.1	55.5*	37.5*	48.8	38.7	Shopping
18.4*	20.3*	40.6	33.4	42.4*	32.8*	20.9*	29.9	Taking pictures or filming
19.4*	**	38.9	36.6	**	22.2*	17.3*	28.0	Sightseeing in the countryside
17.1*	25.3*	30.3	31.2	28.2*	16.0*	19.7*	22.4	Viewing wildlife
25.7*	36.8*	12.9*	13.1*	25.3*	30.2*	26.9*	22.4	Personal errands (e.g. visit doctor)
13.1*	**	26.3	22.4	25.7*	**	11.5*	16.5	Hiking/climbing
**	15.6*	23.9	19.6	**	**	11.1*	15.6	Visiting wilderness areas
**	21.3*	31.5	17.3*	21.4*	**	**	15.5	Visiting mountainous areas
**	**	20.5	13.5*	**	**	**	14.7	Sightseeing in cities
12.8*	**	13.3*	18.6	**	17.1*	12.5*	13.1	Swimming
**	20.6*	20.6	14.5*	28.3*	**	**	11.7	Visiting National Parks
**	**	9.6*	17.2	**	**	**	10.1	Birdwatching
**	**	9.0*	13.5*	**	**	**	9.4	Fishing
**	**	14.4*	10.7*	**	**	**	9.1	Visiting Provincial Parks
**	**	6.2*	7.2*	**	**	15.7*	8.7	Visiting West Edmonton Mall
**	**	8.4*	14.1*	**	**	13.9*	8.7	Sunbathing/beach activities
**	**	9.4*	7.7*	**	19.5*	**	8.5	Attending family affairs (e.g. weddings)
11.8*	**	**	5.0*	**	**	**	8.4	Attending sporting events
**	**	5.8*	8.8*	**	**	**	7.4	Attending local festivals
**	**	**	5.8*	**	**	**	6.0	Visiting historical sites
**	**	9.3*	4.6*	21.4*	**	**	4.4	Downhill skiing
**	**	5.2*	**	**	**	**	4.3	Visiting Royal Tyrrell Museum
1,077,000	97,400	8,950,300	7,392,200	191,500	1,138,500	2,932,800	41,090,100	Total Visitor Trips³

¹ A visitor night is one person spending one night in Alberta.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 2a: Visitor Origin - Summary Profile - Same Day Visitor Trips in Alberta

	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Volume of Same Day Trips								
Total same day trips	28,469,000	3,215,900	909,700	868,400	2,811,300	3,252,400	1,930,400	1,457,500
Total household trips	16,308,100	1,854,100	513,100	453,000	1,563,400	1,807,300	1,072,200	780,400
Total party trips	13,495,700	1,598,100	443,300	401,000	1,319,600	1,543,000	896,800	686,200
Average travel party size	2.1	2.0	2.1	2.2	2.1	2.1	2.1	2.1
Main Purpose of Trip								
Visit friends/relatives	23.1	16.0	12.5*	25.7	21.1	20.3	16.5	17.1
Vacation/pleasure	34.2	32.6	27.4	18.5	32.4	18.7	24.1	23.9
Business/pleasure	3.7	3.6*	5.1*	**	6.0*	6.3*	**	4.9*
Business/convention	6.7	5.7*	10.8*	4.9*	6.5*	7.3*	8.7*	6.1*
Personal business	11.9	15.4	15.8	21.6	10.0*	15.5	13.5*	14.1
Shopping	19.3	26.5	28.0	27.2	22.6	31.9	32.6	33.6
Other/not stated	1.1	**	**	**	**	**	**	**
Total Visitor Trips	28,469,000	3,215,900	909,700	868,400	2,811,300	3,252,400	1,930,400	1,457,500
Tourism Zone(s) Visited¹								
Chinook Country (Zone 1)	10.1	51.7	21.1	**	**	**	**	**
Gateway (Zone 2)	2.8	4.7*	59.8	6.7*	**	**	**	**
Big Country (Zone 3)	3.4	**	**	15.9	4.5*	3.9*	**	**
David Thompson Country (Zone 4)	10.6	**	**	12.1	49.2	6.0*	**	**
Battle River (Zone 5)	10.8	**	**	3.9*	**	38.4	**	12.6
Lakeland (Zone 6)	7.2	**	**	**	**	6.9*	54.7	**
Evergreen (Zone 7)	4.6	**	**	**	**	**	**	19.1
Land of the Mighty Peace (Zone 8)	2.3	**	**	**	**	**	**	**
Jasper National Park (Zone 9)	0.6*	**	**	**	**	**	**	3.9*
Calgary & District (Zone 10)	17.4	39.5	15.5	56.0	30.0	**	**	**
Edmonton (Zone 11)	14.4	**	**	**	8.6*	36.8	37.6	48.5
Banff National Park (Zone 12)	6.2	**	**	**	**	**	**	**
Game Country (Zone 13)	3.5	**	**	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	6.1	**	**	**	**	**	**	7.4*
Total Visitor Trips	28,469,000	3,215,900	909,700	868,400	2,811,300	3,252,400	1,930,400	1,457,500
Expenditures In Alberta								
Median ² per person per trip	\$30.00	\$27.50	\$44.50	\$43.00	\$30.00	\$37.50	\$33.00	\$37.00
Total Expenditures In Alberta (000's)	\$1,655,405.5	\$191,517.2	\$60,732.1	\$53,584.1	\$232,617.4	\$227,026.1	\$123,789.5	\$120,636.3
Expenditures Outside Alberta								
Median ² per person per trip	\$200.00	**	**	**	\$250.00*	**	\$150.00*	\$75.00*
Total Expenditures Outside Alberta (000's)	\$261,883.4	**	**	**	\$13,533.0*	**	\$32,263.2*	\$8,032.4*

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

² Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 2b: Visitor Origin - Summary Profile - Same Day Visitor Trips in Alberta

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	
Volume of Same Day Trips								
754,000	61,300	5,829,500	4,232,900	159,700	788,100	2,197,900	28,469,000	Total same day trips
424,500	35,700	3,357,400	2,686,700	110,000	411,300	1,239,000	16,308,100	Total household trips
377,000	29,000	2,536,300	2,183,400	88,500	343,100	1,050,400	13,495,700	Total party trips
2.0	2.1	2.3	1.9	1.8	2.4	2.1	2.1	Average travel party size
Main Purpose of Trip								
%	%	%	%	%	%	%	%	
22.5	7.2*	21.8	41.7	5.6*	24.6	22.1	23.1	Visit friends/relatives
21.6	14.8	61.2	37.2	40.9	15.8	20.3	34.2	Vacation/pleasure
**	**	1.7*	**	5.4*	9.4*	4.0*	3.7	Business/pleasure
11.3*	4.6*	4.1*	8.4	6.1*	5.0*	8.6*	6.7	Business/convention
13.0	11.4*	6.1	7.0	12.5	23.5	15.9	11.9	Personal business
27.3	57.4	3.9*	2.1*	29.2	21.1	26.9	19.3	Shopping
**	**	**	1.9*	**	**	**	1.1	Other/not stated
754,000	61,300	5,829,500	4,232,900	159,700	788,100	2,197,900	28,469,000	Total Visitor Trips
Tourism Zone(s) Visited¹								
**	**	15.9	**	**	**	**	10.1	Chinook Country (Zone 1)
**	**	**	**	**	**	4.0*	2.8	Gateway (Zone 2)
**	**	8.3	**	**	**	**	3.4	Big Country (Zone 3)
**	**	13.7	8.9	**	**	**	10.6	David Thompson Country (Zone 4)
**	**	**	31.0	**	**	4.9*	10.8	Battle River (Zone 5)
**	**	**	14.2	**	**	5.0*	7.2	Lakeland (Zone 6)
**	78.6	**	18.3	**	**	4.6*	4.6	Evergreen (Zone 7)
62.5	**	**	**	**	7.8*	4.3*	2.3	Land of the Mighty Peace (Zone 8)
**	11.8*	**	**	**	**	**	0.6*	Jasper National Park (Zone 9)
**	**	30.3	4.9*	57.2	**	**	17.4	Calgary & District (Zone 10)
**	5.9*	2.9*	4.3*	**	8.6*	34.2	14.4	Edmonton (Zone 11)
**	**	26.5	**	38.9	**	**	6.2	Banff National Park (Zone 12)
30.7	**	**	**	**	74.5	3.5*	3.5	Game Country (Zone 13)
5.5*	**	**	13.1	**	5.2*	38.6	6.1	Land of the Midnight Twilight (Zone 14)
754,000	61,300	5,829,500	4,232,900	159,700	788,100	2,197,900	28,469,000	Total Visitor Trips
Expenditures In Alberta								
\$40.00	\$70.00	\$22.50	\$22.00	\$47.00	\$30.00	\$31.00	\$30.00	Median ² per person per trip
\$41,876.0	\$6,312.6	\$229,442.0	\$158,035.2	\$16,478.6	\$44,948.8	\$148,409.7	\$1,655,405.5	Total Expenditures In Alberta (000's)
Expenditures Outside Alberta								
**	**	\$200.00	\$250.00	**	**	**	\$200.00	Median ² per person per trip
**	**	\$109,783.2	\$63,448.0	**	**	**	\$261,883.4	Total Expenditures Outside Alberta (000's)

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

² Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 2c: Visitor Origin - Summary Profile - Same Day Visitor Trips in Alberta

		Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Season Trip Ended	Total	%	%	%	%	%	%	%
Spring (April 15 to June 14)	15.1	11.2	16.9	17.5*	13.3	15.5	13.5*	14.0
Summer (June 15 to September 8)	22.6	15.5	21.3	20.9*	24.7	20.5	26.5	22.6
Fall (September 9 to October 31)	14.1	10.7*	12.7*	12.0	12.8	15.4	15.1	15.5
Winter (November 1 to April 14)	48.2	62.7	49.1	49.7	49.3	48.6	45.0	47.9
Total Household Trips	16,308,100	1,854,100	513,100	453,000	1,563,400	1,807,300	1,072,200	780,400
Mode(s) of Transportation Used on Trip ¹	%	%	%	%	%	%	%	%
Private vehicle	94.0	96.0	92.7	93.7	95.5	95.6	93.6	97.1
RV/motorhome	0.3*	**	**	**	**	**	**	**
Other motor vehicle	4.0	**	} 4.8	3.4*	5.7*	**	6.2*	**
Scheduled bus/coach	1.6	} 3.6*		} 3.8*	**	**	**	**
Airplane	1.6				**	**	**	**
Other	1.3				**	**	**	**
Total Household Trips	16,308,100	1,854,100	513,100	453,000	1,563,400	1,807,300	1,072,200	780,400
Entire Travel Party Composition	%	%	%	%	%	%	%	%
Individual	37.8	48.0	44.7	36.8	35.4	30.7	36.0	34.1
Two adults	32.1	23.9	27.2	26.9	30.9	43.4	36.3	38.0
3 or more adults - no children	6.1	4.5*	5.2*	4.4*	4.8*	4.2*	5.1*	4.3*
Adult(s) with children	23.8	23.4	22.8	31.7	28.9	21.4	22.7	23.3
Total Party Trips	13,495,700	1,598,100	443,300	401,000	1,319,600	1,543,000	896,800	686,200
Activities Participated in While in Alberta	%	%	%	%	%	%	%	%
Visiting friends and relatives	55.1	61.1*	68.9*	50.7*	57.9*	58.3*	71.6*	54.5*
Dining out in restaurants	42.2	43.7*	29.9*	53.3*	44.0*	53.0*	51.5*	36.9*
Shopping	39.4	48.1*	62.2*	55.2*	31.7*	62.7*	42.4*	41.6*
Resting and relaxing	32.1	28.8*	**	27.2*	44.8*	**	31.4*	28.1*
Personal errands (e.g. visit doctor)	25.5	26.0*	25.3*	42.5*	22.8*	52.8*	31.3*	28.1*
Taking pictures or filming	24.6	31.5*	**	**	22.7*	20.0*	**	**
Sightseeing in the countryside	24.6	29.1*	**	**	27.0*	**	**	23.7*
Viewing wildlife	17.2	**	**	**	**	**	**	**
Hiking/climbing	13.1	**	**	**	**	**	**	**
Sightseeing in cities	12.4	**	**	**	**	**	**	**
Visiting wilderness areas	12.4	**	**	**	**	**	**	**
Visiting mountainous areas	12.2	**	**	**	**	**	**	**
Visiting National Parks	9.7	20.4*	**	**	**	**	**	**
Attending sporting events	9.1	21.4*	38.9*	**	**	**	**	**
Visiting Provincial Parks	7.6	**	**	**	**	**	**	**
Visiting West Edmonton Mall	6.6	**	**	**	**	**	**	24.4*
Visiting Kananaskis Country	5.4	**	**	**	**	**	**	**
Downhill skiing	4.2*	**	**	**	**	**	**	**
Total Visitor Trips ²	27,063,900	3,248,500	884,800	797,700	2,255,400	3,604,300	1,993,500	1,334,800

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 2d: Visitor Origin - Summary Profile - Same Day Visitor Trips in Alberta

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	
%	%	%	%	%	%	%	%	Season Trip Ended
14.6*	13.7*	16.1	15.9	18.4	13.9*	19.2	15.1	Spring (April 15 to June 14)
17.8*	22.7	23.7	25.3	23.5	22.4	24.2	22.6	Summer (June 15 to September 8)
18.1*	13.7*	16.0	12.4	12.2	13.4*	15.8	14.1	Fall (September 9 to October 31)
49.5	49.9	44.2	46.4	45.8	50.3	40.7	48.2	Winter (November 1 to April 14)
424,500	35,700	3,357,400	2,686,700	110,000	411,300	1,239,000	16,308,100	Total Household Trips
%	%	%	%	%	%	%	%	Mode(s) of Transportation Used on Trips
91.9	92.8	91.9	95.1	91.4	95.2	90.4	94.0	Private vehicle
**	**	**	**	**	**	**	0.3*	RV/motorhome
6.1*	**	4.2*	2.0*	3.8*	6.2*	7.5*	4.0	Other motor vehicle
**		2.7*	**	3.3*	**	**	1.6	Scheduled bus/coach
**	5.8* {	3.0*	3.4*	3.6* {	**	**	1.6	Airplane
**		2.3*	2.3*		**	**	1.3	Other
424,500	35,700	3,357,400	2,686,700	110,000	411,300	1,239,000	16,308,100	Total Household Trips
%	%	%	%	%	%	%	%	Entire Travel Party Composition
44.4	30.1	28.8	46.6	45.5	30.4	39.9	37.8	Individual
29.1	40.0	35.5	27.4	37.5	30.3	28.4	32.1	Two adults
4.5*	6.1*	9.8	7.4	7.9*	6.7*	5.0*	6.1	3 or more adults - no children
21.9*	23.4	25.5	18.5	9.1*	32.4	26.6	23.8	Adult(s) with children
377,000	29,000	2,536,300	2,183,400	88,500	343,100	1,050,400	13,495,700	Total Party Trips
%	%	%	%	%	%	%	%	Activities Participated in While in Alberta
47.1*	**	37.3	64.4	45.8*	56.1*	53.9*	55.1	Visiting friends and relatives
45.9*	47.5*	39.8	27.4*	50.9*	34.6*	49.1*	42.2	Dining out in restaurants
36.2*	56.5*	32.0*	**	64.0*	32.5*	46.8*	39.4	Shopping
25.2*	**	39.8	48.6	**	**	**	32.1	Resting and relaxing
27.5*	37.7*	13.4*	**	33.5*	**	27.2*	25.5	Personal errands (e.g. visit doctors)
**	**	37.0	25.2*	**	**	**	24.6	Taking pictures or filming
**	**	38.3	32.0*	**	**	**	24.6	Sightseeing in the countryside
**	**	26.3*	22.0*	**	**	**	17.2	Viewing wildlife
**	**	25.1*	12.0*	**	**	**	13.1	Hiking/climbing
**	**	19.3*	**	**	**	**	12.4	Sightseeing in cities
**	**	21.8*	13.7*	**	**	**	12.4	Visiting wilderness areas*
*	**	31.9*	**	**	**	**	12.2	Visiting mountainous areas
**	**	20.4*	**	**	**	**	9.7	Visiting National Parks
**	**	**	**	**	**	**	9.1	Attending sporting events
**	**	12.6*	**	**	**	**	7.6	Visiting Provincial Parks
**	**	**	**	**	**	**	6.6	Visiting West Edmonton Mall
**	**	16.7*	**	**	**	**	5.4	Visiting Kananaskis Country
**	**	11.3*	**	**	**	**	4.2*	Downhill skiing
765,500	73,500	5,632,700	3,643,700	127,000	759,300	1,946,300	27,063,900	Total Visitor Trips ²

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 3a: Visitor Origin - Summary Profile - Overnight Visitor Trips in Alberta

	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland Zone 6)	Evergreen (Zone 7)
Volume of Overnight Visitor Trips								
Total overnight visitor trips	12,571,200	773,400	320,600	226,000	1,079,200	927,600	920,900	534,600
Total overnight household trips	7,160,000	437,700	192,700	121,500	577,500	489,000	483,300	295,100
Total overnight party trips	5,828,800	375,400	150,900	105,700	485,000	401,300	406,600	261,100
Average travel party size	2.2	2.1	2.1	2.2	2.3	2.3	2.3	2.1
Total visitor nights ¹	30,494,400	1,757,700	751,700	471,400	2,437,800	2,274,800	2,316,700	1,297,200
Length of Stay (excluding day trips)								
Average number of nights away from home	3.0	2.7	2.8	2.5	2.8	3.6	3.6	3.1
Average number of nights in Alberta	2.4	2.3	2.3	2.1	2.3	2.5	2.5	2.4
Main Purpose of Trip								
	%	%	%	%	%	%	%	%
Visit friends/relatives	34.6	38.3	32.8	37.3	35.8	33.1	36.7	34.3
Vacation/pleasure	45.0	36.7	36.9	38.2	47.4	44.2	36.8	41.6
Business/pleasure	2.7	9.9*	**	**	**	**	**	9.3*
Business/convention	5.9		6.9*	6.8*		7.6*	5.3*	
Personal business	8.4	13.0*	13.3*	9.9*	7.4*	9.6*	9.4*	8.2*
Shopping	2.4	**	**	**	**	**	6.7*	5.8*
Other/not stated	0.9*	**	**	**	**	**	**	**
Total Visitor Trips	12,571,200	773,400	320,600	226,000	1,079,200	927,600	920,900	534,600
Incidence of Purchasing an Overnight Travel Package Which Included at Least One Overnight Stay in Alberta²								
	2.5	**	**	**	**	**	**	**
Total Household Trips	7,160,000	437,700	192,700	121,500	577,500	489,000	483,300	295,100
Tourism Zone(s) Visited³								
	%	%	%	%	%	%	%	%
Chinook Country (Zone 1)	8.2	27.9	19.6*	6.5*	6.1*	6.9*	**	**
Gateway (Zone 2)	2.9	8.8*	17.0*	7.8*	**	**	**	**
Big Country (Zone 3)	2.7	**	**	12.7*	**	**	**	**
David Thompson Country (Zone 4)	13.1	7.7*	6.8*	20.2*	30.0	21.3	5.6*	11.9*
Battle River (Zone 5)	8.1	**	**	6.6*	6.8*	15.0*	7.1*	5.8*
Lakeland (Zone 6)	6.4	**	**	**	**	6.1*	14.6*	**
Evergreen (Zone 7)	5.4	**	**	**	**	**	**	19.0*
Land of the Mighty Peace (Zone 8)	1.6	**	**	**	**	**	**	**
Jasper National Park (Zone 9)	3.7	**	**	**	**	**	**	6.1*
Calgary & District (Zone 10)	19.2	37.9	39.3	30.2	22.7	20.3*	6.5*	13.4*
Edmonton (Zone 11)	19.5	10.0*	11.3*	12.0*	16.7*	16.4*	55.4	31.5
Banff National Park (Zone 12)	6.6	**	**	**	**	**	**	**
Game Country (Zone 13)	3.8	**	**	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	6.1	**	**	**	**	**	8.7*	**
Total Visitor Trips	12,571,200	773,400	320,600	226,000	1,079,200	927,600	920,900	534,600
Expenditures In Alberta								
Median ⁴ per person per trip	\$80.00	\$85.00	\$106.25	\$65.00	\$64.00	\$74.50	\$102.50	\$100.00
Median ⁴ per person per day	\$42.50	\$42.50	\$52.50	\$35.00	\$38.10	\$45.00	\$50.00	\$47.00
Total Expenditures In Alberta (000's)	\$1,531,335.3	\$99,020.0	\$52,816.6	\$29,199.4	\$96,735.0	\$96,172.8	\$140,885.3	\$70,508.8
Expenditures Outside Alberta								
Median ⁴ per person per trip	\$250.00	**	**	**	\$150.00*	\$200.00*	\$300.00*	\$459.00*
Median ⁴ per person per day	\$50.00	**	**	**	\$52.38*	\$30.00*	\$40.00*	\$60.00*
Total Expenditures Outside Alberta (000's)	\$293,842.1	**	**	**	\$19,590.7*	\$39,068.0*	\$27,157.5*	\$17,469.8*

¹ A visitor night is one person spending one night in the province.

² This question applied if at least a portion of the traveller's stay in Alberta included an overnight travel package (accommodation and at least one of the following other items: transportation, meals, attractions or activities).

³ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁴ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 3b: Visitor Origin - Summary Profile - Overnight Visitor Trips in Alberta

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	
								Volume of Overnight Visitor Trips
292,300	26,800	3,022,600	3,170,200	42,600	406,500	827,900	12,571,200	Total overnight visitor trips
154,200	17,900	1,768,000	1,922,500	30,700	218,200	452,000	7,160,000	Total overnight household trips
131,700	14,400	1,425,300	1,499,400	25,600	187,300	359,100	5,828,800	Total overnight party trips
2.2	1.9	2.2	2.1	1.7	2.2	2.4	2.2	Average travel party size
867,400	77,700	7,105,600	7,946,700	97,600	1,139,800	1,952,400	30,494,400	Total visitor nights ¹
								Length of Stay (excluding day trips)
3.6	4.0	2.7	3.1	2.6	3.7	3.0	3.0	Average number of nights away from home
3.0	2.9	2.4	2.5	2.3	2.8	2.4	2.4	Average number of nights in Alberta
%	%	%	%	%	%	%	%	Main Purpose of Trip
27.3	27.3	33.4	35.6	30.1	31.6	33.5	34.6	Visit friends/relatives
32.7	31.4	46.8	51.9	46.1	37.1	43.2	45.0	Vacation/pleasure
5.6*	7.4*	**	1.8*	**	**	**	2.7	Business/pleasure
9.6*	7.1*	6.3*	5.4*	**	9.1*	**	5.9	Business/convention
17.5	15.9*	8.4	4.8*	**	14.2*	9.1*	8.4	Personal business
7.3*	10.2*	**	**	7.5*	**	**	2.4	Shopping
**	**	**	**	**	**	**	0.9*	Other/not stated
292,300	26,800	3,022,600	3,170,200	42,600	406,500	827,900	12,571,200	Total Visitor Trips
%	%	%	%	%	%	%	%	Incidence of Purchasing an Overnight Travel Package Which Included at Least One Overnight Stay in Alberta ²
**	**	3.0*	2.7*	**	**	**	2.5	
154,200	17,900	1,768,000	1,922,500	30,700	218,200	452,000	7,160,000	Total Household Trips
%	%	%	%	%	%	%	%	Tourism Zone(s) Visited ³
**	**	13.7	3.7*	**	**	**	8.2	Chinook Country (Zone 1)
**	**	4.8*	**	**	**	**	2.9	Gateway (Zone 2)
**	**	5.3*	**	**	**	**	2.7	Big Country (Zone 3)
6.3*	**	17.4	8.1	**	6.4*	5.9*	13.1	David Thompson Country (Zone 4)
5.7*	6.5*	4.2*	14.0	**	**	6.7*	8.1	Battle River (Zone 5)
**	**	**	12.0	**	**	8.6*	6.4	Lakeland (Zone 6)
**	6.8*	**	10.9	**	5.5*	7.9*	5.4	Evergreen (Zone 7)
23.6	**	**	**	**	6.3*	**	1.6	Land of the Mighty Peace (Zone 8)
**	7.8*	**	7.9	**	**	**	3.7	Jasper National Park (Zone 9)
6.3*	14.4*	16.7	20.0	56.7	8.8*	16.7*	19.2	Calgary & District (Zone 10)
27.8	57.5	20.2	6.0	10.2*	38.0	29.9	19.5	Edmonton (Zone 11)
**	**	13.3	7.1	15.2*	**	**	6.6	Banff National Park (Zone 12)
29.0	**	**	3.5*	**	27.0	6.0*	3.8	Game Country (Zone 13)
12.5*	**	**	10.4	**	7.1*	16.0*	6.1	Land of the Midnight Twilight (Zone 14)
292,300	26,800	3,022,600	3,170,200	42,600	406,500	827,900	12,571,200	Total Visitor Trips
								Expenditures In Alberta
\$107.00	\$160.00	\$75.00	\$73.33	\$120.00	\$99.00	\$105.00	\$80.00	Median ⁴ per person per trip
\$53.75	\$80.00	\$42.00	\$35.00	\$70.00	\$37.50	\$55.00	\$42.50	Median ⁴ per person per day
\$47,970.6	\$7,420.8	\$340,944.6	\$346,974.3	\$7,010.3	\$73,007.8	\$122,669.2	\$1,531,335.3	Total Expenditures In Alberta (000's)
								Expenditures Outside Alberta
\$133.33*	\$300.00*	\$200.00*	\$300.00*	**	\$300.00*	\$375.00*	\$250.00	Median ⁴ per person per trip
\$22.00*	\$42.86*	\$55.56*	\$57.14*	**	\$40.00*	\$57.50*	\$50.00	Median ⁴ per person per day
\$4,274.0*	\$995.9*	\$40,416.7*	\$73,981.8*	**	\$20,277.7*	\$29,164.3*	\$293,842.1	Total Expenditures Outside Alberta (000's)

¹ A visitor night is one person spending one night in the province.

² This question applied if at least a portion of the traveller's stay in Alberta included an overnight travel package (accommodation and at least one of the following other items: transportation, meals, attractions or activities).

³ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁴ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 3c: Visitor Origin - Summary Profile - Overnight Visitor Trips in Alberta

	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Accommodation Used in Alberta	%	%	%	%	%	%	%	%
Friends/relatives	50.1	53.1	55.7	53.3	59.0	49.3	57.3	46.9
Hotels/motels	22.4	25.0	22.7	16.5*	16.3	19.6*	27.6	21.2
Camping	17.5	17.6*	19.0*	24.9	21.3	20.8*	10.3*	22.9
Other fixed roof	7.7	**	**	**	**	8.7*	**	6.6*
Other/not stated	2.3	**	**	**	**	**	**	**
Total Visitor Nights¹	30,494,400	1,757,700	751,700	471,400	2,437,800	2,274,800	2,316,700	1,297,200
Season Trip Ended	%	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.2	13.4*	17.5*	16.8*	12.5*	15.0*	15.6*	13.5*
Summer (June 15 to September 8)	29.4	29.5	26.4	32.9	31.1	35.7	29.8	23.5
Fall (September 9 to October 31)	12.6	12.4*	12.8*	16.0*	14.5*	14.5*	14.1*	15.4*
Winter (November 1 to April 14)	43.8	44.7	43.2	34.3	41.9	34.7	40.4	47.5
Total Household Trips	7,160,000	437,700	192,700	121,500	577,500	489,000	483,300	295,100
Mode(s) of Transportation Used on Trip²	%	%	%	%	%	%	%	%
Private vehicle	86.6	86.1	89.9	89.6	87.0	86.6	88.5	85.2
RV/motorhome	3.5	*	6.6*	8.0*	5.6*	8.0*	**	**
Other motor vehicle	4.9	7.6*	**	**	7.7*	**	5.4*	10.3*
Scheduled bus/coach	4.2	**	**	**	**	**	**	**
Airplane	3.4	11.7*	8.7*	**	6.6*	8.0*	11.0*	**
Other	3.9	**	**	**	**	**	**	**
Total Household Trips	7,160,000	437,700	192,700	121,500	577,500	489,000	483,300	295,100
Entire Travel Party Composition	%	%	%	%	%	%	%	%
Individual	37.3	34.8	39.3	39.2	40.6	30.3	33.8	40.5
Two adults	32.3	36.8	30.4	30.1	23.4	39.0	34.9	31.2
3 or more adults - no children	7.7	**	7.5*	8.1*	7.4*	8.5*	5.2*	**
Adult(s) with children	22.6	22.0*	22.1	22.0	28.5	22.2	26.0	22.6
Total Party Trips	5,828,800	375,400	150,900	105,700	485,000	401,300	406,600	261,100
Activities Participated in While in Alberta	%	%	%	%	%	%	%	%
Visiting friends and relatives	71.6	74.9*	84.0	71.0*	78.4*	80.6*	78.3	65.2*
Resting and relaxing	70.7	65.3*	62.0*	85.0*	72.9*	76.4*	53.9*	65.4*
Dining out in restaurants	51.5	46.1*	68.7*	51.0*	47.0*	44.6*	59.0*	57.2*
Taking pictures or filming	40.1	39.1*	26.8*	30.7*	48.3*	30.1*	33.8*	35.1*
Shopping	37.3	47.6*	50.8*	42.8*	28.3*	40.5*	41.4*	35.3*
Sightseeing in the countryside	34.5	**	29.6*	27.6*	31.7*	35.3*	**	35.0*
Viewing wildlife	32.5	**	**	**	29.8*	30.0*	**	34.8*
Hiking/climbing	23.0	**	**	**	**	**	**	25.3*
Swimming	22.3	**	**	27.9*	30.2*	**	**	**
Visiting mountainous areas	21.9	**	**	**	26.7*	**	**	26.8*
Visiting wilderness areas	21.6	**	**	**	**	**	**	28.5*
Sightseeing in cities	19.2	**	25.2*	**	**	**	23.7*	**
Visiting nightclubs	16.6	**	**	**	**	**	**	**
Personal errands (e.g. visit doctor)	16.4	**	**	**	**	**	**	**
Sunbathing/beach activities	15.9	**	**	**	**	**	**	**
Visiting National Parks	15.5	**	**	**	**	**	**	**
Birdwatching	15.5	**	**	**	**	**	**	**
Visiting West Edmonton Mall	12.8	**	**	**	**	**	31.6*	**
Fishing	12.8	**	**	**	**	**	**	**
Visiting Provincial Parks	12.0	**	**	**	**	**	**	**
Attending family affairs (e.g. weddings)	11.8	**	**	**	**	**	**	**
Boating	10.6	**	**	**	**	**	**	**
Visiting vacation home	10.5	**	**	**	**	**	**	**
Visiting scenic landmarks	9.6	**	**	**	**	**	**	**
Bicycling	9.4	**	**	**	**	**	**	**
Attending local festivals	8.5	**	**	**	**	**	**	**
Golfing	7.6	**	**	**	**	**	**	**
Total Visitor Trips³	14,026,200	663,900	432,400	238,800	1,165,200	1,091,200	965,100	637,900

¹ A visitor night is one person spending one night in Alberta.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size

** Data cannot be released due to small sample size.

Exhibit 3d: Visitor Origin - Summary Profile - Overnight Visitor Trips in Alberta

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	
%	%	%	%	%	%	%	%	Accommodation Used in Alberta
57.9	56.7	47.3	46.2	65.4	53.0	47.7	50.1	Friends/relatives
23.3	26.9	25.4	20.5	20.8*	22.3	22.6	22.4	Hotels/motels
13.9*	8.1*	18.5	15.3	7.8*	19.3	18.8	17.5	Camping
**	7.5*	6.1*	15.9	**	**	5.2*	7.7	Other fixed roof
**	**	2.6*	2.2*	**	**	5.8*	2.3	Other/not stated
867,400	77,700	7,105,600	7,946,700	97,600	1,139,800	1,952,400	30,494,400	Total Visitor Nights ¹
%	%	%	%	%	%	%	%	Season Trip Ended
15.4*	15.6*	14.0	14.6	12.6*	16.4	10.9*	14.2	Spring (April 15 to June 14)
28.5	21.4	26.6	30.4	30.2	28.3	31.8	29.4	Summer (June 15 to September 8)
14.1*	14.8*	11.7	12.0	17.9*	9.0*	10.3*	12.6	Fall (September 9 to October 31)
42.0	48.2	47.7	43.0	39.3	46.3	47.1	43.8	Winter (November 1 to April 14)
154,200	17,900	1,768,000	1,922,500	30,700	218,200	452,000	7,160,000	Total Household Trips
%	%	%	%	%	%	%	%	Mode(s) of Transportation Used on Trip ²
86.6	85.1	86.1	87.0	84.6	87.3	83.3	86.6	Private vehicle
**	**	3.1*	2.9*	**	6.1*	**	3.5	RV/motorhome
6.0*	**	3.5*	3.4*	**	{	10.8*	4.9	Other motor vehicle
{	8.8*	5.0*	4.9*	11.2*	7.0*	{	4.2	Scheduled bus/coach
11.1*	**	3.7*	2.8*	**	8.0*	11.1*	3.4	Airplane
{	8.6*	4.8*	5.3*	**	4.5*	{	3.9	Other
154,200	17,900	1,768,000	1,922,500	30,700	218,200	452,000	7,160,000	Total Household Trips
%	%	%	%	%	%	%	%	Entire Travel Party Composition
39.7	43.9	37.1	38.9	53.4	41.5	32.8	37.3	Individual
28.3	36.6	33.5	33.1	34.7	26.4	27.2	32.3	Two adults
5.9*	**	7.5*	9.2	5.4*	**	10.0*	7.7	3 or more adults - no children
26.1	13.3*	21.7	18.6	6.6*	27.2	29.9	22.6	Adult(s) with children
131,700	14,400	1,425,300	1,499,400	25,600	187,300	359,100	5,828,800	Total Party Trips
%	%	%	%	%	%	%	%	Activities Participated in While in Alberta
73.2*	73.6*	65.9	65.8	72.4*	87.1	78.4*	71.6	Visiting friends and relatives
53.3*	46.5*	75.1	74.9	73.7*	66.5*	62.7*	70.7	Resting and relaxing
61.4*	55.8*	54.6	44.4	**	68.5*	56.4*	51.5	Dining out in restaurants
30.4*	**	46.8	41.4	72.4*	40.3*	33.4*	40.1	Taking pictures or filming
50.9*	58.7*	36.0*	29.3	**	47.4*	52.9*	37.3	Shopping
**	**	39.9	41.1	**	30.4*	**	34.5	Sightseeing in the countryside
**	**	37.2	40.1	61.5*	**	29.0*	32.5	Viewing wildlife
**	**	28.3*	32.5	**	**	**	23.0	Hiking/climbing
23.5*	**	22.8*	23.5*	**	**	27.9*	22.3	Swimming
**	**	30.8*	24.1*	**	**	**	21.9	Visiting mountainous areas
**	**	27.4*	25.5*	**	**	**	21.6	Visiting wilderness areas
**	**	22.5*	16.6*	**	**	**	19.2	Sightseeing in cities
**	**	20.6*	16.0*	**	**	**	16.6	Visiting nightclubs
**	34.1*	12.2*	18.4*	**	32.7*	26.2*	16.4	Personal errands (e.g. visit doctor)
**	**	13.9*	19.3*	**	**	31.1*	15.9	Sunbathing/beach activities
**	**	21.1*	20.5*	**	**	**	15.5	Visiting National Parks
**	**	16.1*	21.7*	**	**	**	15.5	Birdwatching
**	35.1*	10.6*	9.3*	**	**	33.5*	12.8	Visiting West Edmonton Mall
**	**	**	16.8*	**	**	**	12.8	Fishing
**	**	17.4*	12.4*	**	**	**	12.0	Visiting Provincial Parks
**	**	13.2*	8.4*	**	**	**	11.8	Attending family affairs (e.g. weddings)
**	**	**	14.8*	**	**	**	10.6	Boating
**	**	**	19.3*	**	**	**	10.5	Visiting vacation home
**	**	12.4*	9.9*	**	**	**	9.6	Visiting scenic landmarks
**	**	14.6*	9.2*	**	**	**	9.4	Bicycling
**	**	**	9.6*	**	**	**	8.5	Attending local festivals
**	**	**	8.6*	**	**	**	7.6	Golfing
311,500	24,000	3,317,600	3,748,400	64,600	379,100	986,500	14,026,200	Total Visitor Trips ³

¹ A visitor night is one person spending one night in Alberta.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 4: Volume, Expenditures and Length of Stay - Total Visitor Trips in Alberta

Visitor Origin	Number of Visitor Trips	Average Travel Party Size	Average Length of Stay in Nights in Alberta (excluding day trips)	Median ¹ Expenditure in Alberta per Person per Day	Total Expenditures in Alberta (\$ '000's)
Chinook Country (Zone 1)	3,989,400	2.0	2.3	\$30.00	\$290,537.2
Lethbridge	791,600	2.0	2.4	\$27.00	\$68,179.3
Gateway (Zone 2)	1,230,300	2.1	2.3	\$47.50	\$113,548.7
Medicine Hat	292,600	2.1	2.5	\$35.00	\$27,133.9
Big Country (Zone 3)	1,094,400	2.2	2.1	\$43.00	\$82,783.6
David Thompson Country (Zone 4)	3,890,400	2.2	2.3	\$32.50	\$329,352.4
Red Deer	716,700	2.0	2.4	\$30.00	\$55,620.6
Battle River (Zone 5)	4,180,100	2.2	2.5	\$38.00	\$323,198.8
Lakeland (Zone 6)	2,851,200	2.2	2.5	\$40.00	\$264,674.8
Evergreen (Zone 7)	1,992,100	2.1	2.4	\$40.00	\$191,145.1
Land of the Mighty Peace (Zone 8)	1,046,300	2.0	3.0	\$45.00	\$89,846.6
Jasper National Park (Zone 9)	88,100	2.0	2.9	\$72.00	\$13,733.3
Calgary & District (Zone 10)	8,852,200	2.2	2.4	\$27.00	\$570,386.6
City of Calgary	8,093,900	2.3	2.4	\$27.50	\$518,649.1
Edmonton (Zone 11)	7,403,000	2.0	2.5	\$27.00	\$505,009.5
Banff National Park (Zone 12)	202,400	1.8	2.3	\$49.00	\$23,488.9
Game Country (Zone 13)	1,194,600	2.3	2.8	\$32.50	\$117,956.5
Grande Prairie	447,500	2.1	2.8	\$22.22	\$48,309.8
Land of the Midnight Twilight (Zone 14)	3,025,900	2.2	2.4	\$37.50	\$271,078.9
Total Visitor Trips (Zones only)	41,040,100	2.1	2.4	\$31.67	\$3,186,740.9

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit Highlights

In total, Albertans made just over 41 million (41,040,100) visitor trips within Alberta. A visitor trip refers to one person taking one trip which was either a day trip of 40 km or more (one way) or an overnight trip consisting of at least one night away from home.

Albertans spent a median of \$31.67 per person per day, with total expenditures of nearly \$3.2 billion (\$3,186,740,900). The average length of a trip in Alberta (excluding day trips) was 2.4 nights. Residents from Land of the Mighty Peace, Jasper National Park and Game Country averaged longer stays (3.0, 2.9 and 2.8 nights respectively).

Exhibit 5: Volume and Expenditures - Same Day Visitor Trips in Alberta

Visitor Origin	Number of Visitor Trips	Average Travel Party Size	Median ¹ Expenditure in Alberta per Person per Day	Total Expenditures in Alberta (\$ 000's)
Chinook Country (Zone 1)	3,215,900	2.0	\$27.50	\$191,517.2
Lethbridge	482,500	2.0	\$27.00	\$34,289.0
Gateway (Zone 2)	909,700	2.1	\$44.50	\$60,732.1
Medicine Hat	163,800	2.1	\$26.00	\$6,993.0
Big Country (Zone 3)	868,400	2.2	\$43.00	\$53,584.1
David Thompson Country (Zone 4)	2,811,300	2.1	\$30.00	\$232,617.4
Red Deer	390,500	2.0	\$20.00	\$18,605.9
Battle River (Zone 5)	3,252,400	2.1	\$37.50	\$227,026.1
Lakeland (Zone 6)	1,930,400	2.1	\$33.00	\$123,789.5
Evergreen (Zone 7)	1,457,500	2.1	\$37.00	\$120,636.3
Land of the Mighty Peace (Zone 8)	754,000	2.0	\$40.00	\$41,876.0
Jasper National Park (Zone 9)	61,300	2.1	\$70.00	\$6,312.6
Calgary & District (Zone 10)	5,829,500	2.3	\$22.50	\$229,442.0
City of Calgary	5,260,200	2.3	\$22.50	\$197,187.0
Edmonton (Zone 11)	4,232,900	1.9	\$22.00	\$158,035.2
Banff National Park (Zone 12)	159,700	1.8	\$47.00	\$16,478.6
Game Country (Zone 13)	788,100	2.4	\$30.00	\$44,948.8
Grande Prairie	219,700	2.2	\$17.50	\$6,805.5
Land of the Midnight Twilight (Zone 14)	2,197,900	2.1	\$31.00	\$148,409.7
Total Same Day Visitor Trips (Zones only)	28,469,000	2.1	\$30.00	\$1,655,405.5

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit Highlights

Exhibit 5 includes only those trips which had a minimum distance of 40 km one way from home and did not include any overnight stays in Alberta. Almost 28.5 million visitor trips or 69% of the 41 million total visitor trips were classified as same day trips.

Although same day trips accounted for 69% of all trips taken in the province, the expenditures on these trips accounted for 52% of all trip expenditures.

Exhibit 6: Volume, Expenditures and Length of Stay - Overnight Visitor Trips in Alberta

Visitor Origin	Number of Visitor Trips	Average Travel Party Size	Average Length of Stay in Nights in Alberta (excluding day trips)	Median ¹ Expenditure in Alberta per Person per Day	Total Expenditures in Alberta (\$ 000's)
Chinook Country (Zone 1)	773,400	2.1	2.3	\$42.50	\$99,020.0
Lethbridge	309,100	2.0	2.4	\$41.25	\$33,890.4
Gateway (Zone 2)	320,600	2.1	2.3	\$52.50	\$52,816.6
Medicine Hat	128,900	2.1	2.5	\$50.00	\$20,140.9
Big Country (Zone 3)	226,000	2.2	2.1	\$35.00	\$29,199.4
David Thompson Country (Zone 4)	1,079,200	2.3	2.3	\$38.10	\$96,735.0
Red Deer	326,200	1.9	2.4	\$45.00	\$37,014.7
Battle River (Zone 5)	927,600	2.3	2.5	\$45.00	\$96,172.8
Lakeland (Zone 6)	920,900	2.3	2.5	\$50.00	\$140,885.3
Evergreen (Zone 7)	534,600	2.1	2.4	\$47.00	\$70,508.8
Land of the Mighty Peace (Zone 8)	292,300	2.2	3.0	\$53.75	\$47,970.6
Jasper National Park (Zone 9)	26,800	1.9	2.9	\$80.00	\$7,420.8
Calgary & District (Zone 10)	3,022,600	2.2	2.4	\$42.00	\$340,944.6
City of Calgary	2,833,700	2.2	2.4	\$42.84	\$321,462.1
Edmonton (Zone 11)	3,170,200	2.1	2.5	\$35.00	\$346,974.3
Banff National Park (Zone 12)	42,600	1.7	2.3	\$70.00	\$7,010.3
Game Country (Zone 13)	406,500	2.2	2.8	\$37.50	\$73,007.8
Grande Prairie	227,800	1.9	2.8	\$31.00	\$41,504.3
Land of the Midnight Twilight (Zone 14)	827,900	2.4	2.4	\$55.00	\$122,669.2
Total Overnight Visitor Trips (Zones only)	12,571,200	2.2	2.4	\$42.50	\$1,531,335.3

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit Highlights

This exhibit looks at overnight visitor trips only. An overnight trip is a trip taken by an individual who spent at least one night away from home in the province. Over 12.5 million overnight visitor trips were made by Albertans.

Overnight trips made up 31% of all trips taken in the province, with expenditures that accounted for 48% of all trip expenditures.

Section B

Expenditures in Alberta

Albertans spent \$3.2 billion in province

A total of \$3.2 billion was spent by Albertans travelling in the province in 1991. These expenditures included: vehicle gas and maintenance (17% of expenditures); meals and refreshments (17%); retail and souvenir purchases (15%); regular grocery shopping (11%); accommodation (7%); recreation & entertainment (6%); commercial transportation (5%); and groceries and beverages purchased for use on the trip (5%).

Albertans spent a median of \$40.00 per person per trip or \$31.67 per person per day.

Same day visitors accounted for more than half of all expenditures

Same day visitors accounted for over half (52%) of all resident visitor expenditures for a total of \$1.7 billion. Same day visitor trips represented 69% of all trips taken in the province. This translated into a median per person per trip expenditure of \$30.00.

Regular grocery shopping (18%), vehicle gas and maintenance (18%), retail and souvenir purchases (17%), and meals and refreshments (14%) comprised most of the expenditures made by same day visitors.

Overnight visitors spent \$42.50 per person per day

Overnight trips accounted for 31% of all trips taken by Albertans, however, the spending on these overnight trips accounted for 48% of all spending on trips. Overnight visitors had median expenditures per person per day of \$42.50 and total expenditures of \$1.5 billion.

Meals and refreshments (19%), vehicle gas and maintenance (17%), accommodation (14%), and retail and souvenir purchases (11%) were the main expenditure categories for overnight visitors.

Half of all expenditures were made in the winter

Trips made during the winter, from November 1 to April 14, accounted for nearly half of all expenditures (49%). Expenditures were proportional to the number of visitor trips made during the winter season (47% of visitors trips were completed in the winter).

Daily expenditures increased with length of trip

It is interesting to note that as the length of stay in Alberta increased, so did the median per person per trip expenditure. Same day visitors spent a median of \$30.00 per person while those staying 7 or more nights in the province spent a median of \$146.00. Despite lower per person expenditure levels, same day visitors accounted for 52% of all expenditures in the province.

Mode of transportation

The daily spending on trips differed depending on the mode of transportation used. Those travelling by airplane reported the highest level of per person per trip expenditures (\$350.00) while those travelling by private vehicle and other motor vehicles (e.g. motorcycles) had lower median expenditures (\$39.00 and \$36.33 respectively).

VFR spent least per person

The main purpose of the trip had an influence on the level of expenditures. Shopping (\$80.00 per person per trip), business/pleasure (\$72.50) and business/convention (\$50.00) trips reported the highest median trip expenditures, while visiting friends or relatives (VFR) had the lowest per person per trip expenditures (\$25.00). Despite these variations in per person per trip expenditures, when the volume of visitor trips by main purpose was examined, VFR comprised a significant proportion of total expenditures due to the volume of these trips.

Vacation/pleasure trips accounted for 32% of all expenditures while shopping trips accounted for 24%. VFR trips, despite their low per person per trip median expenditure, accounted for 16% of all expenditures made by Albertans travelling in the province. Business/convention trips made up 13% of total expenditures. Business/pleasure trips, despite their high per person per trip expenditure level, only accounted for 5% of total expenditures.

Exhibit 7: Total Expenditures by Expenditure Category – Total Visitor Trips

Total Expenditures \$3,186,740,900
 Median Expenditures per Person per Trip \$40.00
 Median Expenditures per Person per Day \$31.67

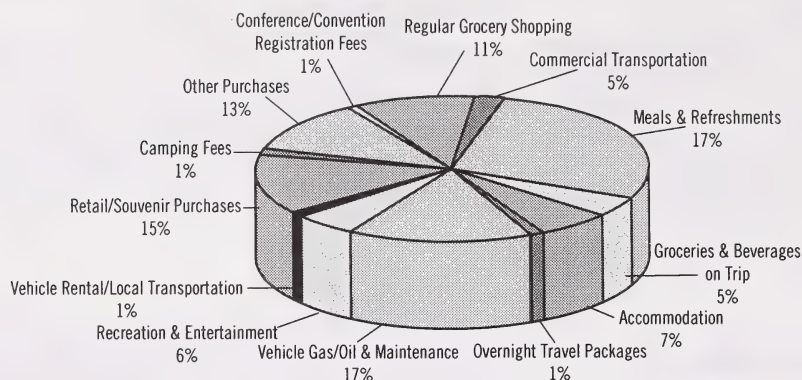
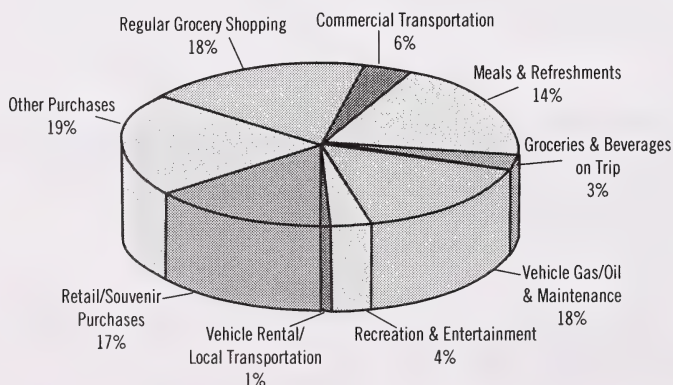


Exhibit 8: Expenditures by Expenditure Category – Same Day Visitor Trips

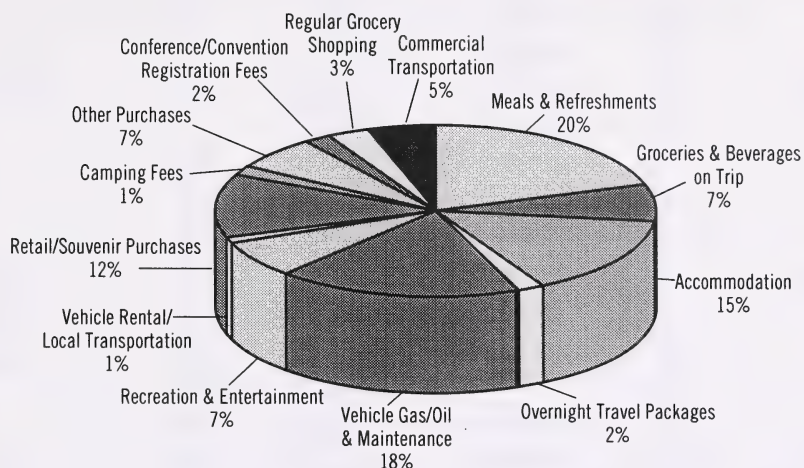
Total Expenditures \$1,655,405,500
 Median Expenditures per Person per Trip \$30.00



¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit 9: Expenditures by Expenditure Category – Overnight Visitor Trips

Total Expenditures \$1,531,335,300
 Median Expenditures per Person per Trip \$80.00
 Median Expenditures per Person per Day \$42.50



¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit 10a: Total and Median¹ Expenditures in Alberta - Visitor Origin - Total Visitor Trips

Visitor Origin	Total Expenditures in Alberta		Median ¹ Expenditures in Alberta per Person per Day
	\$000's	%	\$
Chinook Country (Zone 1)	\$290,537.2	9.1	\$30.00
Lethbridge	\$68,179.3	2.1	\$27.00
Gateway (Zone 2)	\$113,548.7	3.6	\$47.50
Medicine Hat	\$27,133.9	0.9	\$35.00
Big Country (Zone 3)	\$82,783.6	2.6	\$43.00
David Thompson Country (Zone 4)	\$329,352.4	10.3	\$32.50
Red Deer	\$55,620.6	1.7	\$30.00
Battle River (Zone 5)	\$323,198.8	10.1	\$38.00
Lakeland (Zone 6)	\$264,674.8	8.3	\$40.00
Evergreen (Zone 7)	\$191,145.1	6.0	\$40.00
Land of the Mighty Peace (Zone 8)	\$89,846.6	2.8	\$45.00
Jasper National Park (Zone 9)	\$13,733.3	0.4	\$72.00
Calgary & District (Zone 10)	\$570,386.6	17.9	\$27.00
City of Calgary	\$518,649.1	16.3	\$27.50
Edmonton (Zone 11)	\$505,009.5	15.8	\$27.00
Banff National Park (Zone 12)	\$23,488.9	0.7	\$49.00
Game Country (Zone 13)	\$117,956.5	3.7	\$32.50
Grande Prairie	\$48,309.8	1.5	\$22.22
Land of the Midnight Twilight (Zone 14)	\$271,078.9	8.5	\$37.50
Total Expenditures in Alberta (Zones only)	\$3,186,740.9	100.0	\$31.67

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit Highlights

A total of just under \$3.2 billion was spent by Albertans taking trips in Alberta. Exhibit 10a provides the expenditure amounts and proportion of expenditures for visitors from each of the tourism zones in Alberta. For example, visitors who resided in Chinook Country spent a total of \$290,537,200, which accounted for 9.1% of all expenditures made by Albertans travelling in the province. Their median expenditure per person per day was \$30.00.

Residents of Edmonton and Calgary and District Tourism Zones, combined, accounted for over a third of all spending by resident travellers.

Exhibit 10b: Total and Median¹ Expenditures in Alberta - Visitor Origin - Same Day Visitor Trips

Visitor Origin	Total Expenditures in Alberta		Median ¹ Expenditures in Alberta per Person per Day
	\$000's	%	\$
Chinook Country (Zone 1)	\$191,517.2	11.6	\$27.50
Lethbridge	\$34,289.0	2.1	\$27.00
Gateway (Zone 2)	\$60,732.1	3.7	\$44.50
Medicine Hat	\$6,993.0	0.4	\$26.00
Big Country (Zone 3)	\$53,584.1	3.2	\$43.00
David Thompson Country (Zone 4)	\$232,617.4	14.1	\$30.00
Red Deer	\$18,605.9	1.1	\$20.00
Battle River (Zone 5)	\$227,026.1	13.7	\$37.50
Lakeland (Zone 6)	\$123,789.5	7.5	\$33.00
Evergreen (Zone 7)	\$120,636.3	7.3	\$37.00
Land of the Mighty Peace (Zone 8)	\$41,876.0	2.5	\$40.00
Jasper National Park (Zone 9)	\$6,312.6	0.4	\$70.00
Calgary & District (Zone 10)	\$229,442.0	13.9	\$22.50
City of Calgary	\$197,187.0	11.9	\$22.50
Edmonton (Zone 11)	\$158,035.2	9.5	\$22.00
Banff National Park (Zone 12)	\$16,478.6	1.0	\$47.00
Game Country (Zone 13)	\$44,948.8	2.7	\$30.00
Grande Prairie	\$6,805.5	0.4	\$17.50
Land of the Midnight Twilight (Zone 14)	\$148,409.7	9.0	\$31.00
Total Expenditures in Alberta (Zones only)	\$1,655,405.5	100.0	\$30.00

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit Highlights

Residents of Edmonton and Calgary and District Tourism Zones, combined, accounted for nearly one-quarter of all spending on same day trips. However, on a spending per person per day basis, residents from these two zones had the lowest median expenditures (\$22.00 and \$22.50, respectively).

Exhibit 10c: Total and Median¹ Expenditures in Alberta - Visitor Origin - Overnight Visitor Trips

Visitor Origin	Total Expenditures in Alberta		Median ¹ Expenditures in Alberta per Person per Day
	\$000's	%	\$
Chinook Country (Zone 1)	\$99,020.0	6.5	\$42.50
Lethbridge	\$33,890.4	2.2	\$41.25
Gateway (Zone 2)	\$52,816.6	3.4	\$52.50
Medicine Hat	\$20,140.9	1.3	\$50.00
Big Country (Zone 3)	\$29,199.4	1.9	\$35.00
David Thompson Country (Zone 4)	\$96,735.0	6.3	\$38.10
Red Deer	\$37,014.7	2.4	\$45.00
Battle River (Zone 5)	\$96,172.8	6.3	\$45.00
Lakeland (Zone 6)	\$140,885.3	9.2	\$50.00
Evergreen (Zone 7)	\$70,508.8	4.6	\$47.00
Land of the Mighty Peace (Zone 8)	\$47,970.6	3.1	\$53.75
Jasper National Park (Zone 9)	\$7,420.8	0.5	\$80.00
Calgary & District (Zone 10)	\$340,944.6	22.3	\$42.00
City of Calgary	\$321,462.1	21.0	\$42.84
Edmonton (Zone 11)	\$346,974.3	22.7	\$35.00
Banff National Park (Zone 12)	\$7,010.3	0.5	\$70.00
Game Country (Zone 13)	\$73,007.8	4.8	\$37.50
Grande Prairie	\$41,504.3	2.7	\$31.00
Land of the Midnight Twilight (Zone 14)	\$122,669.2	8.0	\$55.00
Total Expenditures in Alberta (Zones only)	\$1,531,335.3	100.0	\$42.50

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Exhibit 11a: Expenditures in Alberta - Summary Profile - Total Visitor Trips

Season Trip Ended	Total Expenditures		Median ¹ Expenditures in Alberta per Person per Alberta Trip
	\$000's	%	\$
Spring (April 15 - June 14)	\$476,936.3	15.0	\$40.00
Summer (June 15 - September 8)	\$740,291.9	23.2	\$37.50
Fall (September 9 - October 31)	\$405,553.0	12.7	\$37.00
Winter (November 1 - April 14)	\$1,563,959.7	49.1	\$40.00
Length of Stay in Alberta			
Same day	\$1,655,405.5	51.9	\$30.00
1 night	\$401,465.4	12.6	\$59.00
2 nights	\$494,779.8	15.5	\$80.00
3-4 nights	\$422,243.5	13.3	\$112.50
5-6 nights	\$100,072.0	3.1	\$135.00
7 or more nights	\$112,783.6	3.5	\$146.00
Mode(s) of Transportation Used on Trip²			
Private vehicle	\$2,873,514.9	90.2	\$39.00
RV/motorhome	\$66,013.5	2.1	\$55.50
Other motor vehicle	\$133,042.5	4.2	\$36.33
Scheduled bus/coach	\$75,871.5	2.4	\$58.00
Airplane	\$249,756.9	7.8	\$350.00
Other	\$112,973.1	3.5	\$58.50
Main Purpose of Trip			
Vacation/pleasure	\$1,020,374.8	32.0	\$35.00
Visit friends or relatives	\$517,729.6	16.2	\$25.00
Business/pleasure	\$169,156.9	5.3	\$72.50
Business/convention	\$407,966.2	12.8	\$50.00
Shopping	\$762,494.0	23.9	\$80.00
Personal business	\$288,036.5	9.0	\$35.00
Other	\$20,982.9	0.7	\$20.00
Total Expenditures in Alberta	\$3,186,740.9	100.0	\$40.00

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

Note: Columns may not sum to 100% due to rounding.

Exhibit Highlights

Winter visitor trips accounted for nearly half of all resident visitor expenditures in 1991 (49%). This was likely due to the long length of winter, compared to the other seasons. When the spending per person per trip was considered, median expenditures were quite similar in all four seasons.

It is interesting to note that as the length of stay in Alberta increased, so did the median per person per trip expenditure level. Same day visitors spent a median of \$30.00 per person, while those staying 7 or more nights in the province spent a median of \$146.00. Same day visitors accounted for 52% of all expenditures in the province.

Those travelling by airplane reported the highest median per person per trip expenditure (\$350.00), while those travelling by private vehicle and other motor vehicles (e.g. motorcycles) had lower median expenditures (\$39.00 and \$36.33, respectively).

The main purpose of the trip had an influence on the level of expenditures. Shopping, business/pleasure and business/convention trips reported the largest median expenditures, while visiting friends or relatives had lower levels.

Exhibit 11b: Expenditures in Alberta - Summary Profile - Same Day Visitor Trips

Season Trip Ended	Total Expenditures		Median ¹ Expenditures in Alberta per Person per Alberta Trip
	\$000's	%	\$
Spring (April 15 - June 14)	\$246,446.6	14.9	\$30.00
Summer (June 15 - September 8)	\$293,029.3	17.7	\$25.00
Fall (September 9 - October 31)	\$218,646.4	13.2	\$28.75
Winter (November 1 - April 14)	\$897,283.3	54.2	\$30.00
Mode(s) of Transportation Used on Trip²			
Private vehicle	\$1,556,052.9	94.0	\$30.00
RV/motorhome	\$2,559.6*	•	\$13.75*
Other motor vehicle	\$61,417.8	3.7	\$22.50
Scheduled bus/coach	\$17,792.9	1.1	\$25.00
Airplane	\$117,581.5	7.1	\$340.00
Other	\$45,250.8	2.7	\$50.00
Main Purpose of Trip			
Vacation/pleasure	\$318,399.9	19.2	\$21.00
Visit friends or relatives	\$190,955.5	11.5	\$17.50
Business/pleasure	\$87,592.3	5.3	\$55.00
Business/convention	\$196,879.6	11.9	\$35.00
Shopping	\$680,883.8	41.1	\$75.00
Personal business	\$173,006.8	10.5	\$30.00
Other	\$7,687.7	0.5	\$20.00
Total Expenditures in Alberta	\$1,655,405.5	100.0	\$30.00

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

• Represents less than 0.5%.

Exhibit Highlights

On same day trips, when shopping was the main trip purpose, the median amount spent per person was more than double the median per person spent by all resident visitors (\$75.00 versus \$30.00).

Exhibit 11c: Expenditures in Alberta - Summary Profile - Overnight Visitor Trips

	Total Expenditures		Median ¹ Expenditures in Alberta per Person per Alberta Trip
Season Trip Ended	\$000's	%	\$
Spring (April 15 - June 14)	\$230,489.7	15.1	\$80.00
Summer (June 15 - September 8)	\$447,262.6	29.2	\$75.00
Fall (September 9 - October 31)	\$186,906.6	12.2	\$75.00
Winter (November 1 - April 14)	\$666,676.4	43.5	\$88.00
Length of Stay in Alberta			
1 night	\$401,456.4	26.2	\$59.00
2 nights	\$494,779.8	32.3	\$80.00
3-4 nights	\$422,243.5	27.6	\$112.50
5-6 nights	\$100,072.0	6.5	\$135.00
7 or more nights	\$112,783.6	7.4	\$146.00
Mode(s) of Transportation Used on Trip²			
Private vehicle	\$1,317,462.0	86.0	\$80.00
RV/motorhome	\$63,454.0	4.1	\$65.00
Other motor vehicle	\$71,624.7	4.7	\$80.00
Scheduled bus/coach	\$58,078.6	3.8	\$114.00
Airplane	\$132,175.4	8.6	\$400.00
Other	\$67,722.3	4.4	\$65.00
Main Purpose of Trip			
Vacation/pleasure	\$701,974.9	45.8	\$92.50
Visit friends or relatives	\$326,774.2	21.3	\$50.00
Business/pleasure	\$81,564.6	5.3	\$158.75
Business/convention	\$211,086.6	13.8	\$211.00
Shopping	\$81,610.2	5.3	\$175.00
Personal business	\$115,029.8	7.5	\$82.00
Other	\$13,295.2*	0.9*	\$105.00*
Total Expenditures in Alberta	\$1,531,335.3	100.0	\$80.00

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

Exhibit 12a: Median¹ Expenditures in Alberta per Person per Day - Expenditure Categories - Visitor Origin - Total Visitor Trips

Expenditure Categories ²	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Accommodation (excluding camping fees)	\$34.00	\$29.00	\$27.00	\$30.00	\$33.33	\$30.00	\$25.00	\$25.00
Camping fees	\$4.00	\$3.67	\$4.33	\$4.00	\$3.25	\$3.75	\$2.75	\$3.50
Meals and refreshments bought in restaurants and hotels	\$11.25	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$15.00	\$10.00
Groceries and beverages bought in stores for use on trip	\$5.00	\$5.00	\$5.00	\$5.00	\$4.17	\$5.00	\$5.00	\$6.00
Regular household grocery shopping	\$25.00	\$25.00	\$37.50	\$32.00	\$33.33	\$30.00	\$20.00	\$47.50
Vehicle gas/oil, maintenance and repairs	\$10.00	\$10.00	\$14.00	\$10.00	\$10.00	\$8.75	\$12.00	\$10.00
Car rental/local transportation	\$4.00	\$5.00	\$4.00	\$2.00	\$2.00	\$1.00	\$1.67	\$1.67
Commercial transportation	\$7.00	\$22.00	\$15.00	\$4.00	\$3.50	\$2.50	\$10.00	\$4.00
Recreation and entertainment	\$10.00	\$10.00	\$8.75	\$8.00	\$8.33	\$8.00	\$10.00	\$12.50
Conference/convention fees	\$4.00	\$3.33	\$13.00	\$4.00	\$3.33	\$15.00	\$2.78	\$2.50
Retail/souvenir purchases	\$20.00	\$20.00	\$25.00	\$25.00	\$20.00	\$25.00	\$25.00	\$30.00
Other purchases	\$12.00	\$15.00	\$20.00	\$27.00	\$13.33	\$10.00	\$12.00	\$25.00
Overnight travel packages	\$75.00	\$41.67	\$150.00	\$37.67	\$32.00	\$50.00	\$72.22	\$45.00
Median Total Expenditures per Person per Day³	\$31.67	\$30.00	\$47.50	\$43.00	\$32.50	\$38.00	\$40.00	\$40.00
Total Expenditures in Alberta (\$'000's)	\$3,186,740.9	\$290,537.2	\$113,548.7	\$82,783.6	\$329,352.4	\$323,198.8	\$264,674.8	\$191,145.1

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Individual categories exclude zero expenditures, 'don't know' and 'refused.'

³ Median total expenditures include zero expenditures in individual categories.

Note: Expenditures per person per day in each category cannot be added to sum to total expenditures per person per day.

Exhibit Highlights

Trips which originated from the Edmonton and Calgary and District Tourism Zones had the lowest spending per person per day (both \$27.00). Specifically in the category of retail/souvenir purchases, people on trips which originated from Edmonton and Calgary and District spent considerably less than people on trips originating from all other tourism zones (\$10.00 for Edmonton and \$12.50 for Calgary and District, versus \$20.00 in total).

Exhibit 12b: Median¹ Expenditures in Alberta per Person per Day - Expenditure Categories - Visitor Origin - Total Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Expenditure Categories ²
\$25.00	\$40.00	\$39.00	\$37.50	\$29.00	\$35.00	\$37.50	\$34.00	Accommodation (excluding camping fees)
\$3.50	\$4.25	\$4.33	\$5.00	\$5.50	\$2.50	\$2.67	\$4.00	Camping fees
\$10.00	\$12.50	\$15.00	\$15.00	\$14.00	\$10.00	\$10.00	\$11.25	Meals and refreshments bought in restaurants and hotels
\$3.00	\$7.50	\$5.00	\$6.67	\$5.00	\$5.56	\$5.00	\$5.00	Groceries and beverages bought in stores for use on trip
\$25.00	\$50.00	\$7.00	\$7.50	\$40.00	\$25.00	\$50.00	\$25.00	Regular household grocery shopping
\$12.50	\$12.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	Vehicle gas/oil, maintenance and repairs
\$3.33	\$6.00	\$5.00	\$10.00	\$5.00	\$5.00	\$10.00	\$4.00	Car rental/local transportation
\$2.33	\$20.00	\$7.00	\$25.60	\$10.00	\$17.50	\$6.67	\$7.00	Commercial transportation
\$5.00	\$10.00	\$15.00	\$11.00	\$15.00	\$10.50	\$10.00	\$10.00	Recreation and entertainment
\$1.50	\$16.00	\$2.00	\$2.50	\$22.00	\$7.50	\$40.00	\$4.00	Conference/convention fees
\$20.00	\$50.00	\$12.50	\$10.00	\$40.00	\$28.00	\$30.00	\$20.00	Retail/souvenir purchases
\$11.00	\$25.00	\$8.00	\$6.67	\$13.00	\$12.50	\$30.00	\$12.00	Other purchases
\$41.67	\$80.00	\$71.40	\$75.00	\$85.00	\$65.00	\$60.00	\$75.00	Overnight travel packages
\$45.00	\$72.00	\$27.00	\$27.00	\$49.00	\$32.50	\$37.50	\$31.67	Median Total Expenditures per Person per Day³
								Total Expenditures in Alberta (\$'000's)
\$89,846.6	\$13,733.3	\$570,386.6	\$505,009.5	\$23,488.9	\$117,956.5	\$271,078.9	\$3,186,740.9	

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Individual categories exclude zero expenditures, 'don't know' and 'refused.'

³ Median total expenditures include zero expenditures in individual categories.

Note: Expenditures per person per day in each category cannot be added to sum to total expenditures per person per day.

Exhibit 12c: Median¹ Expenditures in Alberta per Person per Day - Expenditure Categories - Visitor Origin - Same Day Visitor Trips

Expenditure Categories ²	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Meals and refreshments bought in restaurants and hotels	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$9.00	\$12.50	\$10.00
Groceries and beverages bought in stores for use on trip	\$5.00	\$5.00	\$5.00	\$4.50	\$4.00	\$3.00	\$5.00	\$6.00
Regular household grocery shopping	\$33.33	\$25.00	\$40.00	\$33.33	\$45.00	\$37.50	\$25.00	\$54.00
Vehicle gas/oil, maintenance and repairs	\$10.00	\$10.00	\$15.00	\$10.00	\$10.00	\$8.00	\$12.00	\$10.00
Car rental/local transportation	\$10.00	\$12.00	\$4.00	\$2.33	\$80.00	\$1.00	\$2.00	\$1.67
Commercial transportation	\$8.00	\$22.00	\$12.00	\$4.00	\$7.00	\$1.25	\$23.00	\$4.00
Recreation and entertainment	\$11.00	\$10.00	\$7.50	\$8.00	\$10.00	\$10.00	\$10.00	\$20.00
Conference/convention fees	\$20.00	\$3.33	\$55.00	\$100.00	\$64.50	\$20.00	**	\$15.00
Retail/souvenir purchases	\$25.00	\$21.00	\$30.00	\$25.00	\$20.00	\$30.00	\$40.00	\$32.50
Other purchases	\$15.00	\$20.00	\$20.00	\$29.00	\$22.00	\$10.00	\$11.00	\$30.00
Median Total Expenditures per Person per Day³	\$30.00	\$27.50	\$44.50	\$43.00	\$30.00	\$37.50	\$33.00	\$37.00
Total Expenditures in Alberta (\$000's)	\$1,655,405.5	\$191,517.2	\$60,732.1	\$43,584.1	\$232,617.4	\$227,026.1	\$123,789.5	\$120,636.3

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Individual categories exclude zero expenditures, 'don't know' and 'refused.'

³ Median total expenditures include zero expenditures in individual categories.

Note: Expenditures per person per day in each category cannot be added to sum to total expenditures per person per day.

** Data cannot be released due to small sample size.

Exhibit 12d : Median¹ Expenditures in Alberta per Person per Day - Expenditure Categories - Visitor Origin - Same Day Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Expenditure Categories ²
\$10.00	\$10.00	\$12.50	\$12.50	\$12.00	\$10.00	\$10.00	\$10.00	Meals and refreshments bought in restaurants and hotels
\$2.00	\$7.50	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	Groceries and beverages bought in stores for use on trip
\$25.00	\$60.00	\$8.00	\$10.00	\$40.00	\$33.33	\$50.00	\$33.33	Regular household grocery shopping
\$10.50	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	Vehicle gas/oil, maintenance and repairs
\$13.00	\$5.00	\$20.00	\$20.00	\$5.00	\$5.00	\$9.00	\$10.00	Car rental/local transportation
\$1.00	\$12.00	\$30.00	\$150.00	\$11.00	\$1.50	\$3.00	\$8.00	Commercial transportation
\$3.00	\$5.00	\$17.50	\$20.00	\$13.00	\$10.50	\$12.50	\$11.00	Recreation and entertainment
\$2.00	\$3.00	\$5.00	\$20.00	\$36.00	\$110.00	\$25.00	\$20.00	Conference/convention fees
\$20.00	\$50.00	\$15.00	\$13.00	\$47.00	\$33.33	\$30.00	\$25.00	Retail/souvenir purchases
\$11.33	\$39.00	\$8.00	\$6.00	\$12.00	\$15.00	\$30.00	\$15.00	Other purchases
\$40.00	\$70.00	\$22.50	\$22.00	\$47.00	\$30.00	\$31.00	\$30.00	Median Total Expenditures per Person per Day³
\$41,876.0	\$6,312.6	\$229,442.0	\$158,035.2	\$16,478.6	\$44,948.8	\$148,409.7	\$1,655,405.5	Total Expenditures in Alberta (\$000's)

Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Individual categories exclude zero expenditures, 'don't know' and 'refused.'

Median total expenditures include zero expenditures in individual categories.

Note: Expenditures per person per day in each category cannot be added to sum to total expenditures per person per day.

Exhibit 12e: Median¹ Expenditures in Alberta per Person per Day - Expenditure Categories - Visitor Origin - Overnight Visitor Trips

Expenditure Categories ²	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Accommodation (excluding camping fees)	\$34.00	\$29.00	\$27.00	\$30.00	\$33.33	\$30.00	\$25.00	\$25.00
Camping fees	\$4.00	\$3.67	\$4.33	\$4.00	\$3.25	\$3.75	\$2.75	\$3.50
Meals and refreshments bought in restaurants and hotels	\$16.67	\$15.00	\$18.00	\$15.00	\$12.50	\$15.00	\$18.75	\$15.00
Groceries and beverages bought in stores for use on trip	\$6.67	\$6.25	\$6.50	\$6.25	\$4.38	\$6.67	\$5.00	\$6.00
Regular household grocery shopping	\$5.50	\$3.13	\$12.50	\$10.00	\$4.75	\$3.00	\$10.00	\$15.63
Vehicle gas/oil, maintenance and repairs	\$10.00	\$10.00	\$13.33	\$11.67	\$10.00	\$10.00	\$12.50	\$11.67
Car rental/local transportation	\$3.33	\$3.00	\$6.67	\$1.00	\$1.88	\$2.00	\$1.50	\$1.00
Commercial transportation	\$7.00	\$10.00	\$20.00	\$7.00	\$3.50	\$7.50	\$10.00	\$7.75
Recreation and entertainment	\$10.00	\$15.00	\$10.00	\$8.00	\$7.50	\$7.50	\$8.50	\$10.00
Conference/convention fees	\$2.00	\$5.00	\$8.00	\$4.00	\$1.33	\$7.50	\$2.78	\$0.71
Retail/souvenir purchases	\$15.00	\$17.50	\$21.75	\$16.34	\$12.50	\$17.00	\$17.25	\$21.43
Other purchases	\$9.50	\$9.50	\$16.67	\$7.50	\$8.50	\$10.50	\$13.00	\$7.50
Overnight travel packages	\$75.00	\$41.67	\$150.00	\$37.67	\$32.00	\$50.00	\$72.22	\$45.00
Median Total Expenditures per Person per Day³	\$42.50	\$42.50	\$52.50	\$35.00	\$38.10	\$45.00	\$50.00	\$47.00
Total Expenditures in Alberta (\$000's)	\$1,531,335.3	\$89,020.0	\$52,816.6	\$29,199.4	\$96,735.0	\$96,172.8	\$140,885.3	\$70,508.8

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Individual categories exclude zero expenditures, 'don't know' and 'refused.'

³ Median total expenditures include zero expenditures in individual categories.

Note: Expenditures per person per day in each category cannot be added to sum to total expenditures per person per day.

Exhibit 12f: Median¹ Expenditures in Alberta per Person per Day - Expenditure Categories - Visitor Origin - Overnight Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Expenditure Categories ²
\$25.00	\$40.00	\$39.00	\$37.50	\$29.00	\$35.00	\$37.50	\$34.00	Accommodation (excluding camping fees)
\$3.50	\$4.25	\$4.33	\$5.00	\$5.50	\$2.50	\$2.67	\$4.00	Camping fees
\$16.67	\$17.50	\$17.50	\$16.67	\$20.00	\$16.67	\$20.00	\$16.67	Meals and refreshments bought in restaurants and hotels
\$5.00	\$7.50	\$7.50	\$8.33	\$8.00	\$5.83	\$6.25	\$6.67	Groceries and beverages bought in stores for use on trip
\$2.33	\$16.67	\$3.00	\$5.84	\$16.67	\$3.33	\$30.00	\$5.50	Regular household grocery shopping
\$15.00	\$15.00	\$10.00	\$10.00	\$12.50	\$8.33	\$12.50	\$10.00	Vehicle gas/oil, maintenance and repairs
\$1.00	\$7.22	\$4.00	\$6.67	\$2.00	\$3.00	\$13.33	\$3.33	Car rental/local transportation
\$6.00	\$35.00	\$6.00	\$8.89	\$8.50	\$21.00	\$40.00	\$7.00	Commercial transportation
\$5.71	\$10.00	\$13.33	\$10.00	\$18.00	\$10.00	\$8.00	\$10.00	Recreation and entertainment
\$1.50	\$20.00	\$2.00	\$2.00	\$1.50	\$6.00	\$40.00	\$2.00	Conference/convention fees
\$16.67	\$33.33	\$10.00	\$10.00	\$30.00	\$22.83	\$38.00	\$15.00	Retail/souvenir purchases
\$7.43	\$25.00	\$7.50	\$6.67	\$14.29	\$6.67	\$33.33	\$9.50	Other purchases
\$41.67	\$80.00	\$71.40	\$75.00	\$85.00	\$65.00	\$60.00	\$75.00	Overnight travel packages
\$53.75	\$80.00	\$42.00	\$35.00	\$70.00	\$37.50	\$55.00	\$42.50	Median Total Expenditures per Person per Day³
								Total Expenditures in Alberta (\$000's)
\$47,970.6	\$7,420.8	\$340,944.6	\$346,974.3	\$7,010.3	\$73,007.8	\$122,669.2	\$1,531,335.3	

¹ Medians have been used, instead of means, for analysis of per diem expenditures in the 1991 Alberta Resident Travel Survey. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value in the data (i.e. 50% of cases are above the median value, and 50% of cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

² Individual categories exclude zero expenditures, 'don't know' and 'refused.'

³ Median total expenditures include zero expenditures in individual categories..

Note: Expenditures per person per day in each category cannot be added to sum to total expenditures per person per day.

Section C

Length of Trip in Alberta

In this section, Alberta visitor trips are divided into three groups based on the length of their trip in Alberta and the distance they travelled from their home. The first group is same day visitor trips (40 to 80 km). This group included trips which were between 40 and 80 km in Alberta and did not have an overnight stay in the province. There were 11.9 million of these trips (29% of all in-Alberta trips). The second group consisted of visitors who travelled more than 80 km and did not include an overnight stay in the province. There were 15.7 million or 38% of these trips. The third group is composed of visitor trips which included at least one night away from home in Alberta (12,571,200 trips or 31%).

Vacation/pleasure most popular trip purpose

Overnight trips tended to be taken for the main purpose of vacation/pleasure or visiting friends or relatives (45% and 35%, respectively). Same day trips, which were between 40 and 80 km, were most likely to have a main purpose of vacation/pleasure or shopping (30% and 25%, respectively). Same day trips, which were more than 80 km, were usually for the main purpose of vacation/pleasure (37%) or visiting friends or relatives (22%).

Almost half of short distance same day trips included shopping

Differences were also noticed in the activities participated in by visitors. For example, 48% of same day visitor trips which were between 40 and 80 km included shopping as an activity, compared to 32% of same day trips which were more than 80 km, 37% of overnight trips and 39% of total trips. Similarly, same day visitor trips of 40 to 80 km were more likely to include personal errands (32%).

Overnight trips were more likely to include visiting friends and relatives, dining out in restaurants, resting and relaxing, viewing wildlife, and various other activities.

Mode(s) of transportation used

Overall, private vehicles were by far the most commonly used mode of transportation for all visitor trips. Overnight trips were, however, the most likely of the three groups to utilize other modes of transportation such as RV/motorhomes and commercial modes of transportation.

Entire travel party composition

In general, the travel party composition did not differ depending on the length of trip in Alberta. Parties travelling on same day trips of 40 to 80 km were, however, more likely to consist of adults with children compared to trips of other lengths.

Overnight trips most likely to originate in either Edmonton or Calgary and District

Overnight trips were most likely to originate in either Edmonton or Calgary and District Tourism Zones. These zones, combined, were the source of 49% of all overnight trips. A similar pattern was observed for same day trips greater than 80 km where Calgary and District Tourism Zone contributed 26% of all trips and Edmonton Tourism Zone contributed 15% of all trips. Same day trips between 40 and 80 km were most likely to originate in Chinook Country or Edmonton (both 15%), followed by Battle River (14%) and Calgary and District (12%) Tourism Zones.

Exhibit 13a: Length of Trip in Alberta - Summary Profile - Total, Same Day and Overnight Visitor Trips

	Total Visitor Trips	Same Day Trips (40 to 80 km)	Same Day Trips (more than 80 km)	Overnight Trips
Volume of Visitor Trips				
Total visitor trips	41,040,100	11,943,000	15,702,300	12,571,200
Total household trips	23,468,100	6,742,300	9,099,600	7,160,000
Total party trips	19,324,400	5,723,400	7,382,300	5,828,800
Average travel party size	2.1	2.1	2.1	2.2
Total visitor nights ¹	30,494,400	-	-	30,494,400
Length of Stay (excluding day trips)				
Average number of nights away from home	3.2	8.7	1.7	3.0
Average number of nights in Alberta	2.4	-	-	2.4
Main Purpose of Trip				
	%	%	%	%
Visit friends/relatives	26.6	24.0	22.1	34.6
Vacation/pleasure	37.5	30.3	36.7	45.0
Business/pleasure	3.4	3.0	4.3	2.7
Business/convention	6.5	4.1	8.6	5.9
Personal business	10.8	12.8	11.5	8.4
Shopping	14.1	24.7	15.9	2.4
Other/not stated	1.0	1.2*	1.0*	0.9*
Total Visitor Trips	41,040,100	11,943,000	15,702,300	12,571,200
Tourism Zone(s) Visited²				
	%	%	%	%
Chinook Country (Zone 1)	9.5	10.7	9.0	8.2
Gateway (Zone 2)	2.9	3.2	2.5	2.9
Big Country (Zone 3)	3.2	3.6	3.2	2.7
David Thompson Country (Zone 4)	11.3	10.1	11.3	13.1
Battle River (Zone 5)	10.0	14.4	7.9	8.1
Lakeland (Zone 6)	7.0	8.8	6.0	6.4
Evergreen (Zone 7)	4.8	5.7	4.0	5.4
Land of the Mighty Peace (Zone 8)	2.1	2.4	2.2	1.6
Jasper National Park (Zone 9)	1.6	**	0.9*	3.7
Calgary & District (Zone 10)	18.0	17.4	17.2	19.2
Edmonton (Zone 11)	16.0	11.1	17.3	19.5
Banff National Park (Zone 12)	6.3	1.2*	9.6	6.6
Game Country (Zone 13)	3.6	3.3	3.8	3.8
Land of the Midnight Twilight (Zone 14)	6.1	7.9	5.0	6.1
Total Visitor Trips	41,040,100	11,943,000	15,702,300	12,571,200
Expenditures In Alberta				
Median ³ per person per trip	\$40.00	\$21.00	\$35.00	\$80.00
Median ³ per person per day	\$31.67	\$21.00	\$35.00	\$42.50
Total Expenditures In Alberta (000's)	\$3,186,740.9	\$537,627.6	\$1,001,791.7	\$1,531,335.3
Expenditures Outside Alberta				
Median ³ per person per trip	\$235.00	**	**	\$250.00
Median ³ per person per day	\$47.62	**	**	\$50.00
Total Expenditures Outside Alberta (000's)	\$555,725.4	**	**	\$293,842.1

¹ A visitor night is one person spending one night in the province.

² A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 13b: Length of Trip in Alberta - Summary Profile - Total, Same Day and Overnight Visitor Trips

	Total Visitor Trips	Same Day Trips (40 to 80 km)	Same Day Trips (more than 80 km)	Overnight Trips
Season Trip Ended	%	%	%	%
Spring (April 15 to June 14)	14.8	13.0	17.0	14.2
Summer (June 15 to September 8)	24.7	21.5	23.6	29.4
Fall (September 9 to October 31)	13.6	14.1	14.5	12.6
Winter (November 1 to April 14)	46.9	51.4	44.9	43.8
Total Household Trips	23,468,100	6,742,300	9,099,600	7,160,000
Mode(s) of Transportation Used on Trip ¹	%	%	%	%
Private vehicle	91.8	95.6	93.7	86.6
RV/motorhome	1.2	**	**	3.5
Other motor vehicle	4.3	4.3	3.7	4.9
Schedule bus/coach	2.4	**	2.1	4.2
Airplane	2.2	**	1.1*	3.4
Other	2.1	**	1.2*	3.9
Total Household Trips	23,468,100	6,742,300	9,099,600	7,160,000
Entire Travel Party Composition	%	%	%	%
Individual	37.6	38.5	37.1	37.3
Two adults	32.1	31.5	32.6	32.3
3 or more adults - no children	6.6	4.5	7.3	7.7
Adult(s) with children	23.5	25.3	22.8	22.6
Total Party Trips	19,324,400	5,723,400	7,382,300	5,828,800
Activities Participated in While in Alberta	%	%	%	%
Visiting friends and relatives	60.7	58.5	51.7	71.6
Dining out in restaurants	45.4	36.9	45.3	51.5
Resting and relaxing	45.3	28.5	33.0	70.7
Shopping	38.7	48.0	32.0	37.3
Taking pictures or filming	29.9	23.7	23.8	40.1
Sightseeing in the countryside	28.0	22.8	24.9	34.5
Viewing wildlife	22.4	11.7*	21.1	32.5
Personal errands (e.g. visit doctor)	22.4	32.0	20.5	16.4
Hiking/climbing	16.5	10.9*	15.1	23.0
Visiting wilderness areas	15.6	12.4*	11.9	21.6
Visiting mountainous areas	15.5	6.8*	15.9	21.9
Sightseeing in cities	14.7	7.1*	15.0	19.2
Swimming	13.1	8.1*	7.5*	22.3
Visiting National Parks	11.7	7.8*	10.6	15.5
Birdwatching	10.1	8.1*	6.7*	15.5
Fishing	9.4	9.1*	6.4*	12.8
Visiting Provincial Parks	9.1	8.8*	6.5*	12.0
Visiting nightclubs	9.0	**	4.8*	16.6
Sunbathing/beach activities	8.7	5.4*	4.0*	15.9
Visiting West Edmonton Mall	8.7	6.5*	6.6*	12.8
Attending family affairs (e.g. weddings)	8.5	7.3*	6.1*	11.8
Attending sporting events	8.4	12.2*	5.5*	7.1
Attending local festivals	7.4	7.7*	5.7*	8.5
Boating	6.8	7.4*	2.8*	10.6
Visiting scenic landmarks	7.0	**	6.9*	9.6
Attending business meeting	6.7	8.2*	6.9*	4.8*
Visiting galleries/museums	6.6	6.0*	5.7*	7.5
Visiting historical sites	6.0	6.9*	4.3*	6.8
Visiting Kananaskis Country	5.5	4.5*	6.0*	5.8
Bicycling	5.5	4.4*	2.8*	9.4
Visiting vacation home	5.2	**	2.4*	10.5
Downhill skiing	4.4	**	5.0*	4.8*
Visiting Calgary Zoo	4.4	6.9*	3.4*	3.2*
Visiting Royal Tyrrell Museum	4.3	6.8*	3.3*	2.4*
Horseback/trail riding	4.3	9.1*	**	3.1*
Golfing	4.3	**	2.5*	7.6
Total Visitor Trips²	41,090,100	12,076,400	14,264,300	14,026,200

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 14: Length of Trip in Alberta - Visitor Origin - Total, Same Day and Overnight Visitor Trips

Visitor Origin	Total Visitor Trips	Same Day Trips (40 to 80 km)	Same Day Trips (more than 80 km)	Overnight Trips
	%	%	%	%
Chinook Country (Zone 1)	9.7	14.9	8.5	6.2
Lethbridge	1.9	1.2*	2.0	2.5
Gateway (Zone 2)	3.0	3.4	3.1	2.6
Medicine Hat	0.7	**	0.8*	1.0*
Big Country (Zone 3)	2.7	3.4	2.8	1.8
David Thompson Country (Zone 4)	9.5	10.8	9.4	8.6
Red Deer	1.7	1.0*	1.6	2.6
Battle River (Zone 5)	10.2	14.3	9.6	7.4
Lakeland (Zone 6)	6.9	7.0	6.6	7.3
Evergreen (Zone 7)	4.9	4.6	5.6	4.3
Land of the Mighty Peace (Zone 8)	2.5	2.5	2.9	2.3
Jasper National Park (Zone 9)	•	**	**	**
Calgary & District (Zone 10)	21.6	12.4	25.5	24.0
City of Calgary	19.7	11.2	22.9	22.5
Edmonton (Zone 11)	18.0	14.5	15.0	25.2
Banff National Park (Zone 12)	0.5	**	0.6*	**
Game Country (Zone 13)	2.9	3.1	2.6	3.2
Grande Prairie	1.1	1.0*	0.6*	1.8
Land of the Midnight Twilight (Zone 14)	7.4	8.3	7.5	6.6
Total Visitor Trips (Zones only)	41,040,100	11,943,000	15,702,300	12,571,200

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5 percent.

Exhibit Highlights

Residents from Chinook Country, David Thompson Country, Battle River and Land of the Midnight Twilight Tourism Zones were more likely to take same day trips of 40 to 80 km. A greater proportion of overnight trips (25%) originated from Edmonton than did all trips (18%).

Exhibit 15a: Length of Trip in Alberta - Season Trip Ended - Total Visitor Trips

	Total	Spring (Apr.15 - June 14)	Summer (June 15 - Sept.8)	Fall (Sept.9 - Oct.31)	Winter (Nov.1 - Apr.14)
Length of Stay in Alberta	%	%	%	%	%
None/less than one night	69.4	69.8	61.9	72.0	72.8
1 night	10.8	10.4	10.3	9.9	11.5
2 nights	10.7	11.8	13.8	10.8	8.6
3 - 4 nights	6.6	6.3	9.6	5.4	5.3
5 - 6 nights	1.3	0.8*	2.2	1.0*	1.0*
7 or more nights	1.2	0.9*	2.2	0.9*	0.8*
Total Visitor Trips	41,040,100	5,891,600	10,870,800	5,345,900	18,931,800
Average length of stay in nights (including day trips)	0.7	0.7	1.1	0.6	0.6
Average length of stay in nights (excluding day trips)	2.4	2.4	2.8	2.3	2.2

Note: Columns may not sum to 100% due to rounding.

** Interpret with caution due to small sample size.*

Exhibit 15b: Length of Trip in Alberta - Season Trip Ended - Overnight Visitor Trips

	Total	Spring (Apr.15 - June 14)	Summer (June 15 - Sept.8)	Fall (Sept.9 - Oct.31)	Winter (Nov.1 - Apr.14)
Length of Stay in Alberta	%	%	%	%	%
1 night	35.3	34.5	27.1	35.5	42.2
2 nights	35.0	39.2	36.3	38.6	31.5
3 - 4 nights	21.5	20.8	25.1	19.2	19.5
5 - 6 nights	4.2	2.6*	5.6	3.8*	3.8*
7 or more nights	3.9	2.7*	5.9	2.9*	2.9*
Total Visitor Trips	12,571,200	1,777,600	4,139,300	1,495,900	5,158,400
Average length of stay in nights	2.4	2.4	2.8	2.3	2.2

Note: Columns may not sum to 100% due to rounding.

** Interpret with caution due to small sample size.*

Exhibit 16a: Average Length of Trip in Alberta Relative to the Entire Trip (including day trips) - Total Visitor Trips

Season Trip Ended	Average Number of Nights Away from Home	Average Number of Nights in Alberta	Proportion of Nights Spent in Alberta on Trip
Spring (April 15 - June 14)	0.9	0.7	77.8%
Summer (June 15 - September 8)	1.5	1.1	73.3%
Fall (September 9 - October 31)	0.8	0.6	75.0%
Winter (November 1 - April 14)	0.9	0.6	66.7%
Total - All Seasons	1.0	0.7	70.0%

Total Visitor Trips: 41,040,100

Exhibit 16b: Average Length of Trip in Alberta Relative to the Entire Trip - Overnight Visitor Trips

Season Trip Ended	Average Number of Nights Away from Home	Average Number of Nights in Alberta	Proportion of Nights Spent in Alberta on Trip
Spring (April 15 - June 14)	2.8	2.4	85.7%
Summer (June 15 - September 8)	3.8	2.8	73.7%
Fall (September 9 - October 31)	2.7	2.3	85.2%
Winter (November 1 - April 14)	2.5	2.2	88.0%
Total - All Seasons	3.0	2.4	80.0%

Total Visitor Trips: 12,571,200

Exhibit Highlights

Overnight trips made in the winter tend to have a higher proportion of nights spent in the province (88% versus 80% for all overnight trips).

Overnight visitors in summer spent a greater proportion of their entire trip outside of Alberta than did visitors in any other season.

Section D

Main Purpose of Trip

This section examines the data in terms of the main purpose of the trip. Vacation/pleasure was the most frequently cited trip purpose, followed by visiting friends and relatives. Shopping trips, personal business trips, business/convention and business/pleasure trips followed in frequency respectively.

Vacation/pleasure had larger travel parties

Trips with the main purpose of vacation/pleasure tended to consist of larger travel parties (2.5 persons) than all trips (2.1 persons), while any type of business travel generally consisted of smaller travel parties.

Business trips are to urban centres

In general, those on business trips, personal business or shopping trips tended to visit tourism zones with larger urban centres, most notably Edmonton and Calgary and District. In particular, 34% of all shopping trips included a visit to Edmonton. Trips with the main purpose of vacation/pleasure and visiting friends and relatives did not favour any particular tourism zone, except for Banff National Park which received a significantly larger proportion (15%) of vacation/pleasure trips.

Shopping trips had highest per person per day spending

Of all main purpose trips, the visitor trips with the highest spending per person per day were shopping trips (\$77.50) and business/pleasure (\$62.50) trips.

Trips with the main purpose of vacation/pleasure (\$27.50) and visiting friends and relatives (\$20.00) had the lowest median spending per person per day. The importance of these markets should not be overlooked, however, as they contributed 48% of all spending by resident visitors.

Nine of ten nights on VFR trips spent with friends or relatives

Not surprisingly, 91% of the visitor nights spent away from home on trips with the main purpose of visiting friends or relatives were spent at the home of friends or relatives, compared to 50% of all nights spent away from home being with friends/relatives. Nights away on business/pleasure trips were split between the homes of friends/relatives (42%) and hotels/motels (49%). Albertans on business/convention

trips tended to stay at hotels/motels (75% of visitor nights). Those people on shopping trips or personal business trips spent the majority of their nights away from home with friends/relatives (60%).

Albertans on vacation/pleasure trips spent a larger proportion of visitor nights in camping accommodations (35%) than people on trips for any other purpose. Almost one half of vacation/pleasure visitor nights were spent either at hotels/motels (25%) or with friends/relatives (23%). Other fixed roof accommodation, such as private cottages or bed and breakfast accommodations, were used on 15% of vacation/pleasure visitor nights.

Seasonal Variations

Seasonal variations were observed in the different trip main purposes. For example, winter was the season in which greater proportions of visiting friends and relatives and shopping trips occurred (i.e. the Holiday Season). Of all the main trip purposes, vacation/pleasure showed the greatest proportional increase during the summer months (see Exhibit 19a).

Exhibit 17a: Main Purpose of Trip - Summary Profile - Total Visitor Trips

			Visiting				
	Total	Vacation/ Pleasure	Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
Volume of Visitor Trips							
Total visitor trips	41,040,100	15,405,700	10,917,600	1,386,400	2,666,300	4,450,000	5,801,200
Total household trips	23,468,100	8,479,700	5,982,600	887,300	2,247,100	2,564,400	3,002,600
Total party trips	19,324,400	6,178,300	5,297,600	796,900	1,977,000	2,237,900	2,590,600
Average travel party size	2.1	2.5	2.1	1.8	1.4	2.0	2.3
Total visitor nights ¹	30,494,400	14,041,200	9,754,700	856,300	1,872,200	2,673,800	506,700
Length of Stay (excluding day trips)							
Average number of nights							
away from home	3.2	3.7	2.7	3.4	2.9	3.0	2.1
Average number of nights in Alberta	2.4	2.5	2.2	2.5	2.5	2.5	1.7
Tourism Zone(s) Visited²							
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	9.5	10.8	9.7	4.7*	8.0	8.6	8.5
Gateway (Zone 2)	2.9	2.2	2.3	**	6.2	3.5*	3.8
Big Country (Zone 3)	3.2	4.4	3.4	**	2.2*	3.5*	**
David Thompson Country (Zone 4)	11.3	11.2	13.8	11.9*	10.6	10.6	7.5
Battle River (Zone 5)	10.0	9.2	13.4	9.7*	11.5	8.6	6.0
Lakeland (Zone 6)	7.0	6.0	8.3	3.7*	7.7	6.6	7.5
Evergreen (Zone 7)	4.8	6.6	5.1	**	2.5*	3.6*	2.1*
Land of the Mighty Peace (Zone 8)	2.1	1.3	2.0	**	2.7*	2.4*	3.4
Jasper National Park (Zone 9)	1.6	3.5	0.5*	**	**	**	**
Calgary & District (Zone 10)	18.0	18.5	16.2	20.9	16.9	19.5	18.8
Edmonton (Zone 11)	16.0	7.6	13.7	27.3	20.2	22.0	33.5
Banff National Park (Zone 12)	6.3	14.9	1.2*	**	2.3*	1.2*	**
Game Country (Zone 13)	3.6	2.4	3.4	8.0*	4.4*	5.7	4.1
Land of the Midnight Twilight (Zone 14)	6.1	5.0	9.0	3.7*	5.8	5.5	4.2
Total Visitor Trips	41,040,100	15,405,700	10,917,600	1,386,400	2,666,300	4,450,000	5,801,200
Expenditures In Alberta							
Median ³ per person per trip	\$40.00	\$35.00	\$25.00	\$72.50	\$50.00	\$35.00	\$80.00
Median ³ per person per day	\$31.67	\$27.50	\$20.00	\$62.50	\$50.00	\$30.00	\$77.50
Total Expenditures In Alberta (000's)	\$3,186,740 .9	\$1,020,374 .8	\$517,729. 6	\$169,156. 9	\$407,966. 2	\$288,036. 5	\$762,494. 0
Expenditures Outside Alberta							
Median ³ per person per trip	\$235.00	\$250.00	\$200.00	**	\$200.00*	\$100.00*	**
Median ³ per person per day	\$47.62	\$50.00	\$27.78	**	\$128.00*	\$25.00*	**
Total Expenditures Outside Alberta (000's)	\$555,725.4	\$332,826.1	\$104,595. 1	**	\$54,843.9 *	\$11,356.6 *	**
Accommodation Used in Alberta							
	%	%	%	%	%	%	%
Friends/relatives	50.1	23.0	91.1	41.9	17.0	60.4	60.3
Hotels/motels	22.4	25.0	5.9	49.0	74.9	24.8	37.0
Camping	17.5	35.1	1.5*	**	**	4.9*	**
Other fixed roof	7.7	15.3	**	**	**	**	**
Other/not stated	2.3	1.6*	**	**	**	8.3*	**
Total Visitor Nights¹	30,494,400	14,041,200	9,754,700	856,300	1,872,200	2,673,800	506,700

¹ A visitor night is one person spending one night in the province.

² A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 17b: Main Purpose of Trip - Summary Profile - Total Visitor Trips

	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	14.1	13.1	18.5	20.6	16.6	13.7
Summer (June 15 to September 9)	24.7	32.5	21.4	21.8	15.4	22.5	18.0
Fall (September 10 to October 31)	13.6	12.2	14.5	12.1	16.1	15.2	12.8
Winter (November 1 to April 14)	46.9	41.1	51.0	47.7	47.8	45.7	55.5
Total Household Trips	23,468,100	8,479,700	5,982,600	887,300	2,247,100	2,564,400	3,002,600
Mode(s) of Transportation Used on Trip¹	%	%	%	%	%	%	%
Private vehicle	91.8	89.3	93.2	87.8	92.0	93.6	96.4
RV/motorhome	1.2	2.8	**	**	**	**	**
Other motor vehicle	4.3	4.9	3.3	9.2*	3.1*	4.9	2.7*
Scheduled bus/coach	2.4	3.7	2.3	**	1.4*	1.2*	**
Airplane	2.2	1.5	1.2*	4.3*	11.3	**	**
Other	2.1	2.7	2.1	**	4.9*	**	**
Total Household Trips	23,468,100	8,479,700	5,982,600	887,300	2,247,100	2,564,400	3,002,600
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.6	24.0	39.9	48.3	74.4	41.2	28.8
Two adults	32.1	36.0	29.6	37.5	19.1	30.7	39.2
3 or more adults - no children	6.6	11.3	4.5	4.5*	2.7*	5.0	4.7
Adult(s) with children	23.5	28.5	26.0	9.5*	3.6*	23.0	27.3
Total Party Trips	19,324,400	6,178,300	5,297,600	796,900	1,977,000	2,237,900	2,590,600
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends and relatives	60.7	41.0	96.3	74.1	39.6	56.4	51.7
Dining out in restaurants	45.4	43.3	39.1	49.5*	59.8	42.8	60.4
Resting and relaxing	45.3	60.5	60.1	23.6*	12.1*	20.7	18.1*
Shopping	38.7	27.9	34.1	34.3*	24.0*	52.6	74.9
Taking pictures or filming	29.9	44.4	23.5	39.5*	15.1*	24.0	12.7*
Sightseeing in the countryside	28.0	42.6	24.7	44.8*	13.1*	12.8*	12.5*
Viewing wildlife	22.4	40.4	15.9	**	12.9*	8.5*	6.6*
Personal errands (e.g. visit doctor)	22.4	9.3	20.1	25.2*	19.6*	50.4	37.4
Hiking/climbing	16.5	32.9	8.1*	**	12.5*	7.5*	**
Visiting wilderness areas	15.6	30.9	8.7*	**	**	**	**
Visiting mountainous areas	15.5	31.5	7.5*	**	**	**	**
Sightseeing in cities	14.7	19.2	13.2	**	12.0*	11.1*	11.1*
Swimming	13.1	22.4	9.0*	**	**	7.8*	**
Visiting National Parks	11.7	20.5	5.4*	31.7*	**	**	**
Birdwatching	10.1	16.1	8.5*	**	**	**	**
Fishing	9.4	17.5	6.7*	**	**	**	**
Visiting Provincial Parks	9.1	16.2	5.9*	**	**	**	**
Sunbathing/beach activities	8.7	16.6	6.8*	**	**	**	**
Visiting West Edmonton Mall	8.7	5.6*	9.2*	**	11.2*	7.5*	16.8*
Attending family affairs (e.g. weddings)	8.5	3.3*	13.4	**	**	19.0*	7.0*
Attending sporting events	8.4	10.6	7.2*	28.7*	**	**	7.0*
Attending business meeting	6.7	2.3*	**	**	46.0	8.6*	**
Visiting galleries/museums	6.6	9.0	3.6*	30.9*	**	**	**
Visiting historical sites	6.0	7.6	3.4*	28.6*	**	**	**
Visiting Calgary Zoo	4.4	3.5*	4.3*	30.3*	**	**	**
Visiting Royal Tyrrell Museum	4.3	4.0*	**	27.6*	**	**	**
Horseback/trail riding	4.3	3.5*	**	28.4*	**	**	**
Attending trade show	4.1	2.7*	4.2*	33.6*	**	**	**
Visiting Heritage Park - Calgary	3.2	3.0*	**	28.5*	**	**	**
Attending conference/convention	3.1	**	**	**	14.3*	**	**
Attending Calgary Stampede	2.9	3.1*	**	27.7*	**	**	**
Total Visitor Trips²	41,090,100	14,915,300	11,176,000	1,570,500	2,644,900	5,441,000	5,064,500

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 17c: Main Purpose of Trip - Summary Profile - Same Day Visitor Trips

	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
Volume of Visitor Trips							
Total visitor trips	28,469,000	9,742,400	6,572,200	1,049,800	1,919,100	3,388,200	5,497,300
Total household trips	16,308,100	5,510,400	3,428,700	678,800	1,628,300	2,005,400	2,828,700
Total party trips	13,495,700	4,015,200	3,044,900	613,600	1,444,500	1,748,600	2,443,000
Average travel party size	2.1	2.4	2.2	1.7	1.3	1.9	2.3
Tourism Zone(s) Visited¹							
Chinook Country (Zone 1)	10.1	11.9	10.3	**	8.4*	9.5	8.9
Gateway (Zone 2)	2.8	2.2*	1.8*	**	6.2*	3.4*	4.0
Big Country (Zone 3)	3.4	5.5	3.5*	**	**	3.3*	**
David Thompson Country (Zone 4)	10.6	9.9	13.5	12.5*	10.3	10.5	7.8
Battle River (Zone 5)	10.8	9.3	16.4	11.3*	14.4	9.3	6.3
Lakeland (Zone 6)	7.2	5.9	8.6	**	8.6*	7.2	7.8
Evergreen (Zone 7)	4.6	5.9	5.6	**	3.1*	3.8*	2.1*
Land of the Mighty Peace (Zone 8)	2.3	1.4*	2.2*	**	2.7*	2.5*	3.5*
Jasper National Park (Zone 9)	0.6*	1.5*	**	**	**	**	**
Calgary & District (Zone 10)	17.4	18.7	14.4	20.4*	15.1	17.8	18.8
Edmonton (Zone 11)	14.4	5.4	9.1	22.8	17.0	19.3	31.5
Banff National Park (Zone 12)	6.2	16.2	1.3*	**	**	**	**
Game Country (Zone 13)	3.5	2.0*	3.2*	9.5*	3.4*	6.0	4.2
Land of the Midnight Twilight (Zone 14)	6.1	4.2	9.9	**	6.5*	6.3	4.4
Total Visitor Trips	28,469,000	9,742,400	6,572,200	1,049,800	1,919,100	3,388,200	5,497,300
Expenditures In Alberta							
Median ² per person per trip	\$30.00	\$21.00	\$17.50	\$55.00	\$35.00	\$30.00	\$75.00
Total Expenditures In Alberta (000's)	\$1,655,405.5	\$318,399.9	\$190,955.5	\$87,592.3	\$196,879.6	\$173,006.8	\$680,883.8
Expenditures Outside Alberta							
Median ² per person per trip	\$200.00	\$250.00	\$150.00*	**	\$200.00*	**	**
Total Expenditures Outside Alberta (000's)	\$261,883.4	\$116,561.4	\$68,310.1 *	**	\$34,953.0 *	**	**

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

² Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 17d: Main Purpose of Trip - Summary Profile - Same Day Visitor Trips

	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	15.1	14.1	14.3	19.4*	20.3	16.3	13.8
Summer (June 15 to September 9)	22.6	28.7	21.0	20.3*	16.4	20.0	17.9
Fall (September 10 to October 31)	14.1	12.7	15.8	11.5*	15.6	15.7	12.9
Winter (November 1 to April 14)	48.2	44.5	49.0	48.9	47.7	47.9	55.4
Total Household Trips	16,308,100	5,510,400	3,428,700	678,800	1,628,300	2,005,400	2,828,700
Mode(s) of Transportation Used on Trip¹	%	%	%	%	%	%	%
Private vehicle	94.0	91.4	96.3	89.7	94.7	95.3	96.8
RV/motorhome	•	**	**	**	**	**	**
Other motor vehicle	4.0	4.8	3.2*	8.8*	**	4.4*	2.6*
Scheduled bus/coach	1.6	3.6	**	**	**	**	**
Airplane	1.6	1.2*	**	**	8.4*	**	**
Other	1.3	2.0*	**	**	3.6*	**	**
Total Household Trips	16,308,100	5,510,400	3,428,700	678,800	1,628,300	2,005,400	2,828,700
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.8	26.5	34.5	48.8	75.4	43.9	28.8
Two adults	32.1	34.1	31.9	38.5	18.7	28.5	39.0
3 or more adults - no children	6.1	10.9	4.5	**	2.4*	4.4*	4.1
Adult(s) with children	23.8	28.3	29.0	8.0*	3.3*	23.0	27.9
Total Party Trips	13,495,700	4,015,200	3,044,900	613,600	1,444,500	1,748,600	2,443,000
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends and relatives	55.1	33.2	94.8	73.5*	42.2*	47.0	49.9
Dining out in restaurants	42.2	40.0	33.9	**	51.9*	37.3	59.6
Shopping	39.4	26.2	28.1	**	**	55.8	74.4
Resting and relaxing	32.1	46.9	48.7	**	**	11.2*	16.3*
Personal errands (e.g. visit doctor)	25.5	7.8*	19.2*	**	21.8*	58.6	37.8
Taking pictures or filming	24.6	37.4	18.7*	**	**	20.3*	12.8*
Sightseeing in the countryside	24.6	39.4	22.3*	53.7*	**	10.0*	12.5*
Viewing wildlife	17.2	33.7	12.3*	**	**	**	**
Hiking/climbing	13.1	28.1	7.4*	**	**	**	**
Sightseeing in cities	12.4	17.8	9.9*	**	**	**	10.9*
Visiting wilderness areas	12.4	27.8	**	**	**	**	**
Visiting mountainous areas	12.2	28.7	**	**	**	**	**
Visiting National Parks	9.7	17.2	**	**	**	**	**
Attending sporting events	9.1	13.2*	**	**	**	**	7.4*
Swimming	8.3	13.8*	**	**	**	**	**
Attending business meeting	7.7	**	**	**	48.6*	10.3*	**
Fishing	7.6	15.7	**	**	**	**	**
Visiting Provincial Parks	7.6	12.6*	**	**	**	**	**
Birdwatching	7.3	11.2*	**	**	**	**	**
Attending family affairs (e.g. weddings)	6.8	**	10.8*	**	**	11.5*	7.1*
Attending local festivals and fairs	6.8	6.5*	7.2*	**	**	**	**
Visiting West Edmonton Mall	6.6	**	**	**	**	**	14.8*
Visiting galleries/museums	6.1	8.4*	**	**	**	**	**
Visiting scenic landmarks	5.7	11.0*	**	**	**	**	**
Visiting Kananaskis Country	5.4	10.7*	**	**	**	**	**
Visiting Royal Tyrrell Museum	5.2	4.4*	**	**	**	**	**
Visiting nightclubs	5.0	4.8*	9.5*	**	**	**	**
Sunbathing/beach activities	4.9	8.5*	**	**	**	**	**
Boating	4.9	8.1*	**	**	**	**	**
Downhill skiing	4.2*	8.9*	**	**	**	**	**
Visiting Heritage Park in Calgary	4.0*	4.4*	**	**	**	**	**
Golfing	2.6*	4.3*	**	**	**	**	**
Total Visitor Trips²	27,063,900	8,663,200	6,250,300	1,137,100	1,749,000	4,228,800	4,803,900

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 17e: Main Purpose of Trip - Summary Profile - Overnight Visitor Trips

	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
Volume of Visitor Trips							
Total visitor trips	12,571,200	5,663,300	4,345,400	336,700	747,200	1,061,800	303,900
Total household trips	7,160,000	2,969,300	2,553,800	208,500	618,800	558,900	173,900
Total party trips	5,828,800	2,163,100	2,252,700	183,300	532,500	489,300	147,600
Average travel party size	2.2	2.6	2.0	1.9	1.4	2.2	2.2
Total visitor nights ¹	30,494,400	14,041,200	9,754,700	856,300	1,872,200	2,673,800	506,700
Length of Stay (excluding day trips)							
Average number of nights away from home	3.0	3.4	2.5	3.3	2.8	2.9	1.7
Average number of nights in Alberta	2.4	2.5	2.2	2.5	2.5	2.5	1.7
Incidence of Purchasing an Overnight Travel Package²							
	%	%	%	%	%	%	%
	2.5	3.9	**	**	**	**	**
Total Household Trips	7,160,000	2,969,300	2,553,800	208,500	618,800	558,900	173,900
Tourism Zone(s) Visited³							
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	8.2	8.9	8.7	**	6.8*	5.8*	**
Gateway (Zone 2)	2.9	2.3*	3.2*	**	6.4*	3.7*	**
Big Country (Zone 3)	2.7	2.6	3.2*	**	**	4.0*	**
David Thompson Country (Zone 4)	13.1	13.3	14.4	10.1*	11.3*	11.0	**
Battle River (Zone 5)	8.1	8.8	8.8	**	4.0*	6.6*	**
Lakeland (Zone 6)	6.4	6.2	7.7	**	5.4*	4.7*	**
Evergreen (Zone 7)	5.4	7.8	4.3	**	**	**	**
Land of the Mighty Peace (Zone 8)	1.6	1.1*	1.7*	**	**	**	**
Jasper National Park (Zone 9)	3.7	7.1	**	**	**	**	**
Calgary & District (Zone 10)	19.2	18.2	18.9	22.5*	21.4	25.1	17.9*
Edmonton (Zone 11)	19.5	11.2	20.6	41.3	28.3	30.8	70.0
Banff National Park (Zone 12)	6.6	12.6	1.0*	**	4.5*	**	**
Game Country (Zone 13)	3.8	3.2	3.7	**	6.9*	5.0*	**
Land of the Midnight Twilight (Zone 14)	6.1	6.3	7.6	**	4.0*	3.1*	**
Total Visitor Trips	12,571,200	5,663,300	4,345,400	336,700	747,200	1,061,800	303,900
Expenditures In Alberta							
Median ⁴ per person per trip	\$80.00	\$92.50	\$50.00	\$158.75	\$211.00	\$82.00	\$175.00
Median ⁴ per person per day	\$42.50	\$47.50	\$25.00	\$85.00	\$121.67	\$41.25	\$115.83
Total Expenditures In Alberta (000's)	\$1,531,335.3	\$701,974.9	\$326,774.2	\$81,564.6	\$211,086.6	\$115,029.8	\$81,610.2
Expenditures Outside Alberta							
Median ⁴ per person per trip	\$250.00	\$250.00	\$200.00*	**	**	**	**
Median ⁴ per person per day	\$50.00	\$50.00	\$31.25*	**	**	**	**
Total Expenditures Outside Alberta (000's)	\$293,842.1	\$216,264.7	\$36,285.1 *	**	**	**	**
Accommodation Used in Alberta							
	%	%	%	%	%	%	%
Friends/relatives	50.1	23.0	91.1	41.9	17.0	60.4	60.3
Hotels/motels	22.4	25.0	5.9	49.0	74.9	24.8	37.0
Camping	17.5	35.1	1.5*	**	2.9*	4.9*	**
Other fixed roof	7.7	15.3	**	**	**	**	**
Other/not stated	2.3	1.6*	**	**	3.1*	8.3*	**
Total Visitor Nights¹	30,494,400	14,041,200	9,754,700	856,300	1,872,200	2,673,800	506,700

¹ A visitor night is one person spending one night in the province.

² This question applied if at least a portion of the traveller's stay in Alberta included an overnight travel package (accommodation and at least one of the following other items: transportation, meals, attractions or activities).

³ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁴ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 17f: Main Purpose of Trip - Summary Profile - Overnight Visitor Trips

	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.2	14.2	11.6	15.5*	21.4	17.5*	**
Summer (June 15 to September 9)	29.4	39.6	22.0	26.7*	13.0*	31.4	20.1
Fall (September 10 to October 31)	12.6	11.4	12.8	13.9*	17.5	13.5*	**
Winter (November 1 to April 14)	43.8	34.8	53.6	43.9*	48.1	37.7	56.3*
Total Household Trips	7,160,000	2,969,300	2,553,800	208,500	618,800	558,900	173,900
Mode(s) of Transportation Used on Trip¹	%	%	%	%	%	%	%
Private vehicle	86.6	85.3	88.9	81.5	84.8	87.6	90.4
RV/motorhome	3.5	6.9	**	**	**	**	**
Other motor vehicle	4.9	5.1	3.5*	10.5*	5.3*	6.6*	**
Scheduled bus/coach	4.2	3.7	5.0	**	**	4.0*	**
Airplane	3.4	2.1*	1.4*	**	18.8	**	**
Other	3.9	3.3*	4.1	**	8.5*	**	**
Total Household Trips	7,160,000	2,969,300	2,553,800	208,500	618,800	558,900	173,900
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.3	19.3	47.1	46.6*	71.5	31.6	28.3*
Two adults	32.3	39.4	26.4	33.9*	20.4	38.6	41.4*
3 or more adults - no children	7.7	12.1	4.5	**	**	7.0*	**
Adult(s) with children	22.6	28.9	21.9	**	**	22.8*	**
Total Party Trips	5,828,800	2,163,100	2,252,700	183,300	532,500	489,300	147,600
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends and relatives	71.6	51.7	98.3	75.4*	34.4*	89.3	84.3*
Resting and relaxing	70.7	79.4	74.5	57.7*	25.5*	53.9	**
Dining out in restaurants	51.5	47.9	45.6	75.0*	75.3*	62.0	75.0*
Taking pictures or filming	40.1	54.1	29.6	**	**	37.2*	**
Shopping	37.3	30.3	41.6	**	41.8*	41.4*	83.8*
Sightseeing in the countryside	34.5	47.2	27.7	**	**	22.4*	**
Viewing wildlife	32.5	49.7	20.5	**	**	**	**
Hiking/climbing	23.0	39.6	9.1*	**	**	**	**
Swimming	22.3	34.3	13.4*	**	**	**	**
Visiting mountainous areas	21.9	35.2	11.5*	**	**	**	**
Visiting wilderness areas	21.6	35.2	12.0*	**	**	**	**
Sightseeing in cities	19.2	21.3	17.4*	**	**	16.3*	**
Visiting nightclubs	16.6	13.6	19.1	**	28.0*	**	**
Personal errands (e.g. visiting doctor)	16.4	11.3	21.3	**	**	21.7*	**
Sunbathing/beach activities	15.9	28.0	8.1*	**	**	**	**
Visiting National Parks	15.5	25.0	8.5*	**	**	**	**
Birdwatching	15.5	23.0	10.9*	**	**	**	**
Visiting West Edmonton Mall	12.8	8.8*	14.6*	**	**	**	**
Fishing	12.8	20.1	8.7*	**	**	**	**
Visiting Provincial Parks	12.0	21.3	5.6*	**	**	**	**
Attending family affairs (e.g. weddings)	11.8	3.6*	16.7*	**	**	45.4*	**
Boating	10.6	19.1	**	**	**	**	**
Visiting vacation home	10.5	18.0	**	**	**	**	**
Visiting scenic landmarks	9.6	16.1	**	**	**	**	**
Bicycling	9.4	14.0	7.3*	**	**	**	**
Attending local festivals	8.5	9.9*	5.7*	**	**	**	**
Golfing	7.6	9.8*	6.1*	**	**	**	**
Visiting Kananaskis Country	5.8	10.1*	**	**	**	**	**
Attending a business meeting	4.8*	**	**	**	41.0*	**	**
Total Visitor Trips²	14,026,200	6,252,100	4,925,700	433,400	895,900	1,212,200	260,600

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 18a: Main Purpose of Trip - Visitor Origin - Total Visitor Trips

Visitor Origin	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	8.7	7.4	10.0*	8.8	13.4	15.0
Lethbridge	1.9	1.9	2.0	**	3.8*	2.7*	**
Gateway (Zone 2)	3.0	2.4	2.0	4.6*	4.5*	4.2	4.6
Medicine Hat	0.7	0.7*	0.8*	**	**	**	**
Big Country (Zone 3)	2.7	1.6	2.8	**	2.2*	4.7	4.2
David Thompson Country (Zone 4)	9.5	9.2	9.0	14.4	8.4	8.1	11.4
Red Deer	1.7	1.8	2.3	**	**	1.4*	**
Battle River (Zone 5)	10.2	6.6	8.8	16.7	11.5	13.3	18.2
Lakeland (Zone 6)	6.9	5.2	6.0	6.2*	8.1	7.8	11.9
Evergreen (Zone 7)	4.9	3.7	4.0	6.6*	4.5*	5.6	9.0
Land of the Mighty Peace (Zone 8)	2.5	1.7	2.3	**	4.3*	3.4*	3.9
Jasper National Park (Zone 9)	•	**	**	**	**	**	**
Calgary & District (Zone 10)	21.6	32.3	20.9	11.0*	16.1	13.7	4.8
City of Calgary	19.7	31.0	19.8	10.0*	14.0	9.8	1.7*
Edmonton (Zone 11)	18.0	20.9	26.5	9.3	19.7	10.1	1.6*
Banff National Park (Zone 12)	0.5	0.6*	**	**	**	**	**
Game Country (Zone 13)	2.9	1.8	3.0	6.6*	2.9*	5.5	3.1*
Grande Prairie	1.1	0.9*	1.7*	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	5.2	7.0	8.5*	8.4	9.5	10.8
Total Visitor Trips (Zones only)	41,040,100	15,405,700	10,917,600	1,386,400	2,666,300	4,450,000	5,801,200

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 18b: Main Purpose of Trip - Visitor Origin - Same Day Visitor Trips

Visitor Origin	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	11.3	10.8	7.8	10.9*	9.5	14.6	15.5
Lethbridge	1.7	2.0*	1.3*	**	4.1*	2.1*	**
Gateway (Zone 2)	3.2	2.6	1.7*	**	5.1*	4.2*	4.6
Big Country (Zone 3)	3.1	1.6*	3.4*	**	**	5.5*	4.3
David Thompson Country (Zone 4)	9.9	9.4	9.0	15.9*	9.5	8.3	11.6
Red Deer	1.4	1.6*	1.9*	**	**	**	**
Battle River (Zone 5)	11.4	6.2	10.0	19.6*	12.3	14.8	18.9
Lakeland (Zone 6)	6.8	4.8	4.8	**	8.8*	7.7	11.5
Evergreen (Zone 7)	5.1	3.6	3.8*	6.8*	4.7*	6.0	8.9
Land of the Mighty Peace (Zone 8)	2.6	1.7*	2.6*	**	4.4*	2.9*	3.7*
Jasper National Park (Zone 9)	**	**	**	**	**	**	**
Calgary & District (Zone 10)	20.5	36.6	19.4	9.5*	12.4	10.5	4.1
City of Calgary	18.5	35.2	18.3	8.3*	10.4	6.8	**
Edmonton (Zone 11)	14.9	16.2	26.9	6.8*	18.5	8.7	1.6*
Banff National Park (Zone 12)	0.6*	**	**	**	**	**	**
Game Country (Zone 13)	2.8	1.3*	2.9*	7.1*	**	5.5	3.0
Grande Prairie	0.8	**	1.6*	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.7	4.6	7.4	8.3*	9.8	10.3	10.8
Total Visitor Trips (Zones only)	28,469,000	9,742,400	6,572,200	1,049,800	1,919,100	3,388,200	5,497,300

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

A greater proportion of trips with the main purpose of shopping were made by residents from Chinook Country, Battle River, Lakeland, Evergreen, David Thompson Country and Land of the Midnight Twilight Tourism Zones.

Same day trips from David Thompson Country and Battle River had a proportionately greater likelihood of being for the main purpose of business/pleasure than trips from other tourism zones.

Exhibit 18c: Main Purpose of Trip - Visitor Origin - Overnight Visitor Trips

Visitor Origin	Total	Vacation/ Pleasure	Visiting Friends/ Relatives	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	6.2	5.0	6.8	**	7.0*	9.4*	**
Lethbridge	2.5	1.8*	3.0*	**	**	4.5*	**
Gateway (Zone 2)	2.6	2.1*	2.4*	**	**	4.0*	**
Medicine Hat	1.0*	0.8*	1.2*	**	**	**	**
Big Country (Zone 3)	1.8	1.5*	1.9*	**	**	**	**
David Thompson Country (Zone 4)	8.6	9.0	8.9	9.4*	5.5*	7.5*	**
Red Deer	2.6	2.1*	2.9*	**	**	**	**
Battle River (Zone 5)	7.4	7.2	7.1	**	9.4*	8.4*	**
Lakeland (Zone 6)	7.3	6.0	7.8	8.9*	6.5*	8.2*	20.2*
Evergreen (Zone 7)	4.3	3.9	4.2	**	**	4.1*	10.2*
Land of the Mighty Peace (Zone 8)	2.3	1.7*	1.8*	**	**	4.8*	**
Jasper National Park (Zone 9)	**	**	**	**	**	**	**
Calgary & District (Zone 10)	24.0	25.0	23.3	15.7*	25.6	23.9	17.2*
City of Calgary	22.5	23.8	22.1	15.4*	23.2	19.5	14.3*
Edmonton (Zone 11)	25.2	29.1	26.0	16.9*	22.9	14.4	**
Banff National Park (Zone 12)	0.3*	**	**	**	**	**	**
Game Country (Zone 13)	3.2	2.7	3.0*	**	4.9*	5.4*	**
Grande Prairie	1.8	1.5*	1.9*	**	**	**	**
Land of the Midnight Twilight (Zone 14)	6.6	6.3	6.4	9.1*	4.8*	7.1*	11.4*
Total Visitor Trips (Zones only)	12,571,200	5,663,300	4,345,400	336,700	747,200	1,061,800	303,900

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 19a: Main Purpose of Trip - Season Trip Ended - Total Visitor Trips

Main Purpose of Trip	Total	Spring (April 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - April 14)
	%	%	%	%	%
Vacation/pleasure	37.5	36.0	50.4	32.3	32.1
Visiting friends/relatives	26.6	23.9	21.5	27.8	30.0
Business/pleasure	3.4	4.1	3.0	3.1	3.4
Business/convention	6.5	9.4	3.9	7.8	6.7
Personal business	10.8	12.2	9.9	13.4	10.2
Shopping	14.1	13.8	9.9	14.4	16.6
Total Visitor Trips	41,040,100	5,891,600	10,870,800	5,345,900	18,931,800

Exhibit 19b : Main Purpose of Trip - Season Trip Ended - Same Day Visitor Trips

Main Purpose of Trip	Total	Spring (April 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - April 14)
	%	%	%	%	%
Vacation/pleasure	34.2	32.1	43.9	29.7	31.4
Visiting friends/relatives	23.1	22.0	20.4	23.9	24.5
Business/pleasure	3.7	4.5	3.5	3.2*	3.7
Business/convention	6.7	9.7	4.8	7.3	6.6
Personal business	11.9	12.7	10.9	15.2	11.3
Shopping	19.3	18.6	14.9	19.2	21.7
Total Visitor Trips	28,469,000	4,114,000	6,731,500	3,850,100	13,773,400

* Interpret with caution due to small sample size.

Exhibit 19c: Main Purpose of Trip - Season Trip Ended - Overnight Visitor Trips

Main Purpose of Trip	Total	Spring (April 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - April 14)
	%	%	%	%	%
Vacation/pleasure	45.0	45.1	61.1	39.0	34.0
Visiting friends/relatives	34.6	28.4	23.3	37.9	44.8
Business/pleasure	2.7	3.1*	2.4*	2.7*	2.8*
Business/convention	5.9	8.8	2.3*	9.1	6.9
Personal business	8.4	11.1	8.4	9.0	7.4
Shopping	2.4	2.5*	1.7*	1.9*	3.1*
Total Visitor Trips	12,571,200	1,777,600	4,139,300	1,495,900	5,158,400

* Interpret with caution due to small sample size.

Exhibit Highlights

The winter season received the greatest proportion of same day visitor trips where the main purpose was shopping.

Section E

Accommodation Used in Alberta

Alberta visitors were asked which types of accommodation they used during their trip in Alberta. More than one type of accommodation could be used on a trip.

Half of all nights spent with friends or family

The homes of friends or relatives were the most commonly used forms of accommodation, with 50% of visitor nights spent with friends or family. Hotels/motels accounted for 22% of visitor nights in Alberta. Camping was the form of accommodation used for 18% of visitor nights. Four per cent of visitor nights were spent at vacation homes (i.e. cottages and cabins). Other fixed roof types of accommodation comprised 4% of visitor nights. (Exhibit 21).

Just under seven per cent of households staying in hotel/motel accommodation purchased an overnight travel package.

Main trip purpose

Some relationships were noticed between the type of accommodation used during the trip and the main purpose of the trip. For example, those who stayed with friends and relatives were most likely to have the main purpose of visiting friends and relatives (61%). Nearly a quarter (22%), however, of trips with nights spent in the homes of friends and relatives had the main purpose of vacation/pleasure. Business trips were more likely to be spent in hotel/motels while most of those accommodated in camping and vacation homes were on a vacation/pleasure trip.

Vacation/pleasure was the most frequent main purpose of trips for all other accommodation types. For those spending nights in hotels/motels, a significant proportion were spent by business/convention and business/pleasure visitors (23% combined). Most of those accommodated in camping and vacation homes were on a vacation/pleasure trip (91% and 94%, respectively).

David Thompson Country number one for camping

Visitor trips with nights spent in camping accommodation were most likely to have been spent in David Thompson Country (24%), followed by Chinook Country and Calgary and District (each 13%) Tourism Zones. Nights spent in hotel/motel and the homes of friends and relatives were most likely to have been spent in either the Calgary and District or Edmonton Tourism Zones.

Exhibit 20a: Accommodation¹ Used in Alberta - Summary Profile - Overnight Visitor Trips

	Total Visitor Trips	Hotel/Motel	Home of Friends/ Relatives	Camping	Vacation Home	Other Fixed Roof
Volume of Visitor Trips						
Total visitor trips	12,571,200	3,413,400	6,561,600	1,910,900	435,600	444,400
Total household trips	7,160,000	2,061,600	3,849,800	882,600	210,600	215,700
Total party trips	5,828,800	1,569,100	3,316,000	657,100	166,100	158,500
Average travel party size	2.2	2.2	2.0	2.9	2.7	2.8
Total visitor nights ²	30,494,400	6,819,700	15,270,000	5,349,800	1,232,300	1,126,300
Length of Stay (excluding day trips)						
Average number of nights away from home	3.0	3.0	2.9	3.9	3.0	2.8
Average number of nights in Alberta	2.4	2.2	2.4	3.0	2.9	2.6
Main Purpose of Trip						
	%	%	%	%	%	%
Visit friends/relatives	34.6	9.2	60.7	3.3*	**	**
Vacation/pleasure	45.0	52.9	22.1	90.8	94.4	88.8
Business/pleasure	2.7	5.4	2.1	**	**	**
Business/convention	5.9	17.2	2.2	**	**	**
Personal business	8.4	10.1	9.8	3.1*	**	**
Shopping	2.4	4.0	2.5	**	**	**
Other/not stated	0.9	**	**	**	**	**
Total Visitor Trips	12,571,200	3,413,400	6,561,600	1,910,900	435,600	444,400
Incidence of Purchasing an Overnight Travel Package³						
	%	%	%	%	%	%
	2.5	6.9	**	**	**	**
Total Household Trips	7,160,000	2,061,600	3,849,800	882,600	210,600	215,700
Tourism Zone(s) Visited⁴						
	%	%	%	%	%	%
Chinook Country (Zone 1)	8.2	7.4	8.3	13.0	**	**
Gateway (Zone 2)	2.9	3.4*	3.0	3.0*	**	**
Big Country (Zone 3)	2.7	1.6*	2.9	4.7*	**	**
David Thompson Country (Zone 4)	13.1	7.2	13.5	24.0	**	**
Battle River (Zone 5)	8.1	4.1	8.3	7.5	20.4*	28.6*
Lakeland (Zone 6)	6.4	3.9	6.8	7.5	**	**
Evergreen (Zone 7)	5.4	2.9*	4.6	9.0	19.4*	13.6*
Land of the Mighty Peace (Zone 8)	1.6	1.4*	1.8*	2.3*	**	**
Jasper National Park (Zone 9)	3.7	7.7	1.1*	7.2	**	**
Calgary & District (Zone 10)	19.2	22.3	21.6	12.7	**	11.9*
Edmonton (Zone 11)	19.5	25.3	24.5	2.4*	**	**
Banff National Park (Zone 12)	6.6	17.2	1.8*	7.2	**	**
Game Country (Zone 13)	3.8	4.2	3.7	5.2*	**	**
Land of the Midnight Twilight (Zone 14)	6.1	3.0*	6.1	8.7	19.3*	**
Total Visitor Trips	12,571,200	3,413,400	6,561,600	1,910,900	435,600	444,400
Expenditures In Alberta						
Median ⁵ per person per trip	\$80.00	\$185.00	\$55.00	\$63.00	\$45.00	\$56.25
Median ⁵ per person per day	\$42.50	\$105.00	\$29.17	\$26.38	\$18.33	\$28.00
Total Expenditures In Alberta (000's)	\$1,531,335.3	\$773,078.3	\$587,311.5	\$170,739.9	\$21,692.7	\$35,424.9

¹ A visitor may have stayed at more than one type of accommodation while in Alberta.

² A visitor night is one person spending one night in the province.

³ This question applied if at least a portion of the traveller's stay in Alberta included an overnight travel package (accommodation and at least one of the following other items: transportation, meals, attractions or activities).

⁴ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁵ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 20b: Accommodation¹ Used in Alberta - Summary Profile - Overnight Visitor Trips

	Total Visitor Trips	Hotel/Motel	Home of Friends/ Relatives	Camping	Vacation Home	Other Fixed Roof
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.2	14.5	12.6	18.5	16.4*	14.3*
Summer (June 15 to September 8)	29.4	22.5	23.3	65.9	38.5*	54.4
Fall (September 9 to October 31)	12.6	13.6	12.4	10.6	**	**
Winter (November 1 to April 14)	43.8	49.4	51.6	5.0*	32.0*	23.3*
Total Household Trips	7,160,000	2,061,600	3,849,800	882,600	210,600	215,700
Mode(s) of Transportation Used on Trip ²	%	%	%	%	%	%
Private vehicle	86.6	88.1	89.2	70.3	92.9	92.7
RV/motorhome	3.5	**	1.0*	23.0	**	**
Other motor vehicle	4.9	5.4	3.9	8.4	**	**
Scheduled bus/coach	4.2	4.8	4.6	**	**	**
Airplane	3.4	7.4	2.2*	**	**	**
Other	3.9	4.5	3.6	3.6*	**	**
Total Household Trips	7,160,000	2,061,600	3,849,800	882,600	210,600	215,700
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.3	33.4	44.8	13.5	**	15.8*
Two adults	32.3	37.7	28.0	36.4	53.4	39.1*
3 or more adults - no children	7.7	10.6	5.2	10.9	14.9*	**
Adult(s) with children	22.6	18.0	22.0	39.0	19.0*	33.9*
Total Party Trips	5,828,800	1,569,100	3,316,000	657,100	166,100	158,500
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends and relatives	71.6	48.3	95.2	46.5	**	81.4*
Resting and relaxing	70.7	57.2	72.1	84.7	80.8*	91.6*
Dining out in restaurants	51.5	79.6	49.6	26.1	**	**
Taking pictures and filming	40.1	40.5	33.0	63.0	**	70.5*
Shopping	37.3	45.7	42.5	16.4*	**	**
Sightseeing in the countryside	34.5	31.6	28.9	57.1	**	**
Viewing wildlife	32.5	29.0	23.2	58.9	**	**
Hiking/climbing	23.0	17.2	13.1	55.5	**	**
Swimming	22.3	22.7	14.6	40.8	**	**
Visiting mountainous areas	21.9	30.9	14.3	39.2	**	**
Visiting wilderness areas	21.6	18.7	14.9	47.7	**	**
Sightseeing in cities	19.2	30.1	19.3	**	**	**
Visiting nightclubs	16.6	20.1	20.1	**	**	**
Personal errands (e.g. visit doctor)	16.4	10.5*	22.2	12.7*	**	**
Sunbathing/beach activities	15.9	5.9*	9.6*	42.5	**	**
Visiting National Parks	15.5	24.6	10.1*	23.8*	**	**
Birdwatching	15.5	10.2*	10.9	25.4*	**	**
Visiting West Edmonton Mall	12.8	16.0*	14.6	**	**	**
Fishing	12.8	**	9.8*	35.1	**	**
Visiting Provincial Parks	12.0	9.6*	7.2*	36.4	**	**
Attending family affairs (e.g. weddings)	11.8	9.3*	17.2	**	**	**
Boating	10.6	**	6.8*	23.9*	**	**
Visiting vacation home	10.5	**	7.1*	**	85.7*	72.8*
Visiting scenic landmarks	9.6	14.6*	6.0*	16.0*	**	**
Bicycling	9.4	**	7.3*	24.9*	**	**
Attending local festivals	8.5	10.7*	8.4*	**	**	**
Visiting galleries/museums	7.5	9.1*	5.6*	11.1*	**	**
Golfing	7.6	6.2*	6.5*	7.9*	**	**
Visiting historical sites	6.8	8.7*	5.2*	13.4*	**	**
Visiting interpretive centres	6.7	8.2*	4.1*	17.1*	**	**
Visiting Kananaskis Country	5.8	5.1*	4.6*	13.4*	**	**
Attending a business meeting	4.8*	12.6*	**	**	**	**
Downhill skiing	4.8*	8.8*	3.3*	**	**	**
Attending a conference/convention	4.0*	9.5*	**	**	**	**
Total Visitor Trips³	14,026,200	3,713,700	7,164,000	2,398,300	503,300*	417,800*

¹ A visitor may have stayed at more than one type of accommodation while in Alberta.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 21: Accommodation Used in Alberta - Season Trip Ended - Visitor Nights

Accommodation	Total	Spring (Apr.15-June 14)	Summer (June 15-Sept.8)	Fall (Sept.9-Oct.31)	Winter (Nov.1-Apr.14)
	%	%	%	%	%
Hotel/motel	22.4	21.4	15.5	25.5	28.9
Friends/relatives	50.1	52.7	36.6	52.5	62.3
Camping	17.5	17.7	34.4	12.1	1.6*
Vacation home	4.0	3.2	4.7	3.9	3.7
Other fixed roof	3.7	3.3	5.5	2.4	2.3
Other/not stated	2.3	1.7*	3.2	3.6	1.2*
Total Visitor Nights¹	30,494,400	4,221,600	11,670,300	3,379,400	11,223,100

¹ A visitor night is one person spending one night in the province.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

Exhibit Highlights

The homes of friends or relatives were the most commonly used form of accommodation accounting for 50% of total nights spent in Alberta by Albertans. During the winter, friends and relatives became an even more popular choice of accommodation accounting for 62% of visitor nights. Overall, hotels/motels were the second most used form of accommodation, accounting for 22% of visitor nights. Camping followed closely with 18%. Camping was naturally more popular during the summer when it accounted for 34% of all nights spent in Alberta.

Section F

Modes of Transportation Used on Trip

Private vehicle most popular mode of transportation

Private vehicles were the mode of transportation used on more than nine out of ten household trips in the province (92%). Other motor vehicles (e.g. motorcycles, etc.) were the second most common mode of transportation used by 4% of household trips. Recreational vehicles and motorhomes were used on 1% of all household trips.

In terms of commercial forms of transportation, an equal proportion of trips involved the use of airplanes (2%) and scheduled bus/coach (2%). Other modes of transportation were used on 2% of household trips.

Travellers on same day trips were more likely to have used private vehicles, while overnight trips were slightly more likely to make use of commercial transportation and RV/motorhomes. Regardless, 94% of same day trips and 87% of overnight trips involved the use of private vehicles.

RV's and motorhomes used on vacation/pleasure trips

RV/motorhomes were used primarily for vacation/pleasure trips. Airplanes were used most often by those on business/convention trips (41%), although a substantial number of air travellers were on a vacation/pleasure trip (31%). Scheduled bus/coach was used primarily for vacation/pleasure (58%) and visiting friends and relatives (23%).

Season trip ended

Not surprisingly, RV/motorhome usage was most common in the summer months and least common in the winter. Commercial forms of transportation were favoured more in the winter months.

Accommodation used

Over half (53%) of all nights spent on trips which included the use of private vehicles were spent at the homes of friends and relatives. Trips where RV/motorhomes were used were most likely to have involved camping (80%). Nights on trips where scheduled bus/coach were used were almost exclusively spent at the homes of friends or relatives (61%) or at hotels/motels (26%).

Air travellers spent \$300.00 per day

Visitor trips where private vehicles were used accounted for 90% of all spending (\$2.9 billion) by resident travellers. On a per person per day basis, trips which included airplane usage had a median expenditure which was nearly ten times that for all resident trips (\$300.00 versus \$31.67).

Exhibit 22a: Modes of Transportation Used on Trip¹ - Summary Profile - Total Visitor Trips

	Total	Private Vehicle	RV/ Motorhome	Other Motor Vehicle	Scheduled Bus/Coach	Airplane	Other
Volume of Visitor Trips							
Total visitor trips	41,040,100	37,982,900	669,100	1,781,800	695,300	636,500	637,500
Total household trips	23,468,100	21,535,400	293,100	997,600	565,200	515,300	487,700
Total party trips	19,324,400	17,703,900	214,900	798,000	492,800	439,700	411,800
Average travel party size	2.1	2.2	3.1	2.2	1.4	1.5	1.6
Total visitor nights ²	30,494,400	25,828,300	1,740,000	1,777,000	1,457,800	721,000	861,200
Length of Stay (excluding day trips)							
Average number of nights away from home	3.2	3.1	4.6	3.8	5.2	8.0	4.9
Average number of nights in Alberta	2.4	2.3	3.1	2.9	4.0	2.4	2.4
Main Purpose of Trip							
	%	%	%	%	%	%	%
Visit friends/relatives	26.6	27.2	9.0*	19.2	23.3	15.6*	23.6
Vacation/pleasure	37.5	36.5	81.9	41.6	57.5	31.2	47.9
Business/pleasure	3.4	3.2	**	7.2*	**	7.6*	**
Business/convention	6.5	6.5	**	5.0*	**	40.8	18.2*
Personal business	10.8	10.9	**	14.1	6.0*	**	**
Shopping	14.1	14.7	**	11.1*	**	**	**
Other/not stated	1.0	0.9	**	**	**	**	**
Total Visitor Trips	41,040,100	37,982,900	669,100	1,781,800	695,300	636,500	637,500
Tourism Zone(s) Visited³							
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	9.5	9.5	13.2	8.8	8.3*	**	**
Gateway (Zone 2)	2.9	2.9	**	**	**	**	**
Big Country (Zone 3)	3.2	3.2	6.5*	**	**	**	**
David Thompson Country (Zone 4)	11.3	11.2	23.2	16.2	8.2*	**	7.1*
Battle River (Zone 5)	10.0	10.2	7.8*	6.5*	5.7*	14.2*	11.4*
Lakeland (Zone 6)	7.0	6.8	12.1*	8.4*	**	**	**
Evergreen (Zone 7)	4.8	4.9	7.6*	4.4*	**	**	**
Land of the Mighty Peace (Zone 8)	2.1	1.9	**	4.5*	**	**	**
Jasper National Park (Zone 9)	1.6	1.5	**	**	**	**	**
Calgary & District (Zone 10)	18.0	17.9	12.2*	15.4	28.4	39.1	35.6
Edmonton (Zone 11)	16.0	16.0	**	18.0	15.8*	27.5	20.1
Banff National Park (Zone 12)	6.3	6.4	7.0*	3.8*	9.3*	**	**
Game Country (Zone 13)	3.6	3.5	**	5.5*	**	**	**
Land of the Midnight Twilight (Zone 14)	6.1	6.1	6.3*	6.5*	**	**	**
Total Visitor Trips	41,040,100	37,982,900	669,100	1,781,800	695,300	636,500	637,500
Expenditures In Alberta							
Median ⁴ per person per trip	\$40.00	\$39.00	\$55.50	\$36.33	\$58.00	\$350.00	\$58.50
Median ⁴ per person per day	\$31.67	\$31.67	\$25.00	\$26.63	\$32.00	\$300.00	\$50.00
Total Expenditures In Alberta (000's)	\$3,186,740.9	\$2,873,514.9	\$66,013.5	\$133,042.5	\$75,871.5	\$249,756.9	\$112,973.1
Expenditures Outside Alberta							
Median ⁴ per person per trip	\$235.00	\$200.00	\$150.00*	**	\$265.00	\$500.00*	\$500.00*
Median ⁴ per person per day	\$47.62	\$50.00	\$25.00*	**	\$36.08	\$76.76*	\$128.00*
Total Expenditures Outside Alberta (000's)	\$555,725.4	\$438,426.4	\$26,995.3*	**	\$35,027.8	\$265,474.9*	\$91,309.6*

¹ A visitor may have used more than one mode of transportation while on their trip.

² A visitor night is one person spending one night in the province.

³ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁴ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 22b: Modes of Transportation Used on Trip¹ - Summary Profile - Total Visitor Trips

	Total	Private Vehicle	RV/Motorhome	Other Motor Vehicle	Scheduled Bus/Coach	Airplane	Other
Accommodation Used in Alberta	%	%	%	%	%	%	%
Friends/relatives	50.1	52.9	15.7*	31.5	60.6	43.5	40.8
Hotels/motels	22.4	22.9	**	25.8	26.0	48.7	26.6
Camping	17.5	14.3	79.7	28.6	3.0*	**	19.3*
Other fixed roof	7.7	8.6	**	4.3*	**	**	10.8*
Other/not stated	2.3	1.4	**	9.8*	7.0*	**	**
Total Visitor Nights²	30,494,400	25,828,300	1,740,000	1,777,000	1,457,800	721,000	861,200
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	15.1	21.2	6.0*	9.5*	15.0*	13.9*
Summer (June 15 to September 8)	24.7	24.5	61.0	24.4	17.9	11.5*	25.6
Fall (September 9 to October 31)	13.6	13.4	12.5*	17.7	12.6*	13.2*	13.8*
Winter (November 1 to April 14)	46.9	47.0	**	51.9	60.0	60.3	46.7
Total Household Trips	23,468,100	21,535,400	293,100	997,600	565,200	515,300	487,700
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.6	36.4	**	34.1	73.1	68.6	70.4
Two adults	32.1	32.6	48.9	33.2	16.4*	21.3	16.2*
3 or more adults - no children	6.6	6.7	14.8*	6.7*	**	**	**
Adult(s) with children	23.5	24.2	31.8	25.9	7.6*	**	7.5*
Total Party Trips	19,324,400	17,703,900	214,900	798,000	492,800	439,700	411,800
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends/relatives	60.7	61.1	47.5*	62.3*	50.2*	55.8*	57.7*
Dining out in restaurants	45.4	46.0	30.0*	27.9*	56.2*	72.4*	56.5*
Resting and relaxing	45.3	44.1	69.2*	60.9*	52.7*	50.5*	60.8*
Shopping	38.7	39.5	22.0*	29.7*	43.0*	32.6*	**
Taking pictures or filming	29.9	28.9	52.1*	44.5*	38.1*	43.2*	30.1*
Sightseeing in the countryside	28.0	27.5	46.4*	35.0*	26.6*	34.4*	38.5*
Personal errands (e.g. visit doctor)	22.4	22.8	**	**	**	**	**
Viewing wildlife	22.4	21.3	52.4*	33.6*	30.1*	**	36.3*
Hiking/climbing	16.5	16.0	33.8*	23.3*	**	**	**
Visiting wilderness areas	15.6	14.8	32.8*	31.2*	**	**	**
Visiting mountainous areas	15.5	15.1	28.9*	**	26.4*	**	**
Sightseeing in cities	14.7	14.4	**	**	26.9*	37.4*	**
Swimming	13.1	12.4	34.8*	**	**	**	**
Visiting National Parks	11.7	11.6	24.7*	**	**	**	**
Birdwatching	10.1	9.7	25.9*	**	**	**	**
Fishing	9.4	8.8	27.7*	**	**	**	**
Visiting Provincial Parks	9.1	8.8	31.1*	**	**	**	**
Visiting nightclubs	9.0	8.3	**	**	23.5*	**	**
Sunbathing/beach activities	8.7	8.0	28.0*	**	**	**	**
Visiting West Edmonton Mall	8.7	8.4	**	**	**	**	**
Attending family affairs (e.g. weddings)	8.5	8.5	**	**	**	**	**
Attending sporting events	8.4	8.3	**	**	24.1*	**	**
Attending local festivals and fairs	7.4	7.0	**	**	**	**	**
Visiting scenic landmarks	7.0	6.7	**	**	**	**	**
Boating	6.8	6.5	22.6*	**	**	**	**
Attending a business meeting	6.7	6.9	**	**	**	36.7*	**
Visiting galleries/museums	6.6	6.4	**	**	**	**	**
Visiting historical sites	6.0	5.6	**	**	**	**	**
Visiting Kananaskis Country	5.5	5.6	**	**	**	**	**
Bicycling	5.5	5.0	19.5*	**	**	**	**
Visiting vacation home/cottage	5.2	5.1	**	**	**	**	**
Total Visitor Trips³	41,090,100	37,767,600	794,300	1,562,900	782,000	573,900	721,200

¹ A visitor may have used more than one mode of transportation while on their trip.

² A visitor night is one person spending one night in Alberta.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 22c: Modes of Transportation Used on Trip¹ - Summary Profile - Same Day Visitor Trips

	Total	Private Vehicle	RV/Motorhome	Other Motor Vehicle	Scheduled Bus/Coach	Airplane	Other
Volume of Visitor Trips							
Total visitor trips	28,469,000	26,946,200	103,900*	1,173,700	328,400	334,100	280,800
Total household trips	16,308,100	15,335,700	43,600*	647,000	262,300	268,400	209,600
Total party trips	13,495,700	12,688,300	27,800*	513,000	240,700	227,800	173,900
Average travel party size	2.1	2.1	3.6*	2.3	1.4	1.5	1.6
Main Purpose of Trip							
Visit friends/relatives	23.1	23.6	**	17.5	**	15.5*	12.0*
Vacation/pleasure	34.2	33.6	62.2*	38.2	78.4	33.2	55.2
Business/pleasure	3.7	3.5	**	8.1*	**	**	**
Business/convention	6.7	6.8	**	**	**	41.0*	21.0*
Personal business	11.9	11.9	**	15.3*	**	**	**
Shopping	19.3	19.7	**	14.9*	**	**	**
Other/not stated	1.1	1.0	**	**	**	**	**
Total Visitor Trips	28,469,000	26,946,200	103,900*	1,173,700	328,400	334,100	280,800
Tourism Zone(s) Visited²							
Chinook Country (Zone 1)	10.1	10.1	**	9.1*	**	**	**
Gateway (Zone 2)	2.8	2.9	**	**	**	**	**
Big Country (Zone 3)	3.4	3.4	**	**	**	**	**
David Thompson Country (Zone 4)	10.6	10.5	**	17.3*	**	**	**
Battle River (Zone 5)	10.8	11.0	**	**	**	23.7*	18.7*
Lakeland (Zone 6)	7.2	7.2	**	**	**	**	**
Evergreen (Zone 7)	4.6	4.7	**	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.3	2.1	**	**	**	**	**
Jasper National Park (Zone 9)	0.6	0.6	**	**	**	**	**
Calgary & District (Zone 10)	17.4	17.4	**	13.8*	34.7*	46.8*	38.5*
Edmonton (Zone 11)	14.4	14.3	**	19.1*	**	17.6*	**
Banff National Park (Zone 12)	6.2	6.3	**	**	**	**	**
Game Country (Zone 13)	3.5	3.5	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	6.1	6.1	**	**	**	**	**
Total Visitor Trips	28,469,000	26,946,200	103,900*	1,173,700	328,400	334,100	280,800
Expenditures In Alberta							
Median ³ per person per trip	\$30.00	\$30.00	\$13.75*	\$22.50	\$25.00	\$340.00	\$50.00
Total Expenditures In Alberta (000's)	\$1,655,405.5	\$1,556,052.9	\$2,559.6*	\$61,417.8	\$17,792.9	\$117,581.5	\$45,250.8
Expenditures Outside Alberta							
Median ³ per person per trip	\$200.00	\$175.00	**	**	**	\$460.00*	\$300.00*
Total Expenditures Outside Alberta (000's)	\$261,883.4	\$200,618.9	**	**	**	\$168,239.4 *	\$43,629.7*

¹ A visitor may have used more than one mode of transportation while on their trip.

² A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 22d: Modes of Transportation Used on Trip¹ - Summary Profile - Same Day Visitor Trips

		Private	RV/	Other	Scheduled	Airplane	Other
	Total	Vehicle	Motorhome	Motor Vehicle	Bus/Coach		
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	15.1	15.4	**	**	**	**	18.3*
Summer (June 15 to September 8)	22.6	22.6	55.8*	22.7*	16.7*	**	27.8*
Fall (September 9 to October 31)	14.1	13.9	**	18.3*	13.4*	**	**
Winter (November 1 to April 14)	48.2	48.1	**	53.5	63.0	66.5	43.1*
Total Household Trips	16,308,100	15,335,700	43,600*	647,000	262,300	268,400	209,600
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.8	37.0	**	29.8	75.8	67.2	67.0
Two adults	32.1	32.4	**	34.4	15.7*	20.8*	15.4*
3 or more adults - no children	6.1	6.2	**	**	**	**	**
Adult(s) with children	23.8	24.3	55.0*	29.3	**	**	**
Total Party Trips	13,495,700	12,688,300	27,800*	513,000	240,700	227,800	173,900
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends/relatives	55.1	55.1	**	68.2*	**	**	**
Dining out in restaurants	42.2	42.7	**	**	**	**	**
Shopping	39.4	40.1	**	**	**	**	**
Resting and relaxing	32.1	31.6	**	51.1*	**	**	**
Personal errands (e.g. visit doctor)	25.5	26.1	**	**	**	**	**
Sightseeing in the countryside	24.6	24.4	**	**	**	**	**
Taking pictures or filming	24.6	24.5	**	**	**	**	**
Viewing wildlife	17.2	16.8	**	**	**	**	**
Hiking/climbing, etc.	13.1	13.3	**	**	**	**	**
Visiting wilderness areas	12.4	12.1	**	**	**	**	**
Sightseeing in cities	12.4	11.9	**	**	**	**	**
Visiting mountainous areas	12.2	12.1	**	**	**	**	**
Visiting National Parks	9.7	9.6	**	**	**	**	**
Attending sporting events	9.1	8.9	**	**	**	**	**
Swimming	8.3	8.2	**	**	**	**	**
Attending a business meeting	7.7	7.7	**	**	**	**	**
Fishing	7.6	7.4	**	**	**	**	**
Visiting Provincial Parks	7.6	7.7	**	**	**	**	**
Birdwatching	7.3	7.3	**	**	**	**	**
Attending family affairs (e.g. weddings)	6.8	6.7	**	**	**	**	**
Attending local festivals/fairs	6.8	6.8	**	**	**	**	**
Visiting West Edmonton Mall	6.6	6.5	**	**	**	**	**
Visiting galleries/museums	6.1	6.0	**	**	**	**	**
Visiting scenic landmarks	5.7	5.4	**	**	**	**	**
Visiting historical sites	5.6	5.4	**	**	**	**	**
Golfing	2.6*	2.6*	**	**	**	**	**
Total Visitor Trips²	27,063,900	25,788,800	**	801,800	381,800	236,900	182,800

¹ A visitor may have used more than one mode of transportation while on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 22e: Modes of Transportation Used on Trip¹ - Summary Profile - Overnight Visitor Trips

	Total	Private Vehicle	RV/Motorhome	Other Motor Vehicle	Scheduled Bus/Coach	Airplane	Other
Volume of Visitor Trips							
Total visitor trips	12,571,200	11,036,700	565,200	608,000	366,900	302,400	356,800
Total household trips	7,160,000	6,199,600	249,500	350,600	302,900	246,900	278,100
Total party trips	5,828,800	5,015,600	187,100	285,000	252,100	211,900	238,000
Average travel party size	2.2	2.2	3.0	2.1	1.4	1.4	1.5
Total visitor nights ²	30,494,400	25,828,300	1,740,000	1,777,000	1,457,800	721,000	861,200
Length of Stay (excluding day trips)							
Average number of nights away from home	3.0	2.9	4.5	3.6	5.0	6.9	4.3
Average number of nights in Alberta	2.4	2.3	3.1	2.9	4.0	2.4	2.4
Main Purpose of Trip							
	%	%	%	%	%	%	%
Visit friends/relatives	34.6	36.2	**	22.4*	40.1	15.7*	32.6*
Vacation/pleasure	45.0	43.7	85.5	48.3	38.7	29.0*	42.3
Business/pleasure	2.7	2.6	**	**	**	**	**
Business/convention	5.9	5.8	**	**	**	40.5	15.9*
Personal business	8.4	8.5	**	11.9*	**	**	**
Shopping	2.4	2.5	**	**	**	**	**
Other/not stated	0.9*	0.8*	**	**	**	**	**
Total Visitor Trips	12,571,200	11,036,700	565,200	608,000	366,900	302,400	356,800
Incidence of Purchasing an Overnight Travel Package³							
	%	%	%	%	%	%	%
	2.5	2.2	**	**	11.2	**	**
Total Household Trips	7,160,000	6,199,600	249,500	350,600	302,900	246,900	278,100
Tourism Zone(s) Visited⁴							
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	8.2	8.1	13.8*	8.3*	**	**	**
Gateway (Zone 2)	2.9	3.1	**	**	**	**	**
Big Country (Zone 3)	2.7	2.6	7.6*	**	**	**	**
David Thompson Country (Zone 4)	13.1	12.8	23.9	14.0*	11.5*	**	**
Battle River (Zone 5)	8.1	8.2	7.7*	8.5*	**	**	**
Lakeland (Zone 6)	6.4	6.0	9.8*	11.6*	**	**	**
Evergreen (Zone 7)	5.4	5.2	8.9*	9.6*	**	**	**
Land of the Mighty Peace (Zone 8)	1.6	1.4	**	**	**	**	**
Jasper National Park (Zone 9)	3.7	3.7	**	**	**	**	**
Calgary & District (Zone 10)	19.2	19.2	13.0*	18.6*	22.7*	30.6*	33.3*
Edmonton (Zone 11)	19.5	20.1	**	15.7*	19.0*	38.5	25.8*
Banff National Park (Zone 12)	6.6	6.8	6.4*	**	10.5*	**	**
Game Country (Zone 13)	3.8	3.6	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	6.1	6.3	**	**	**	**	**
Total Visitor Trips	12,571,200	11,036,700	565,200	608,000	366,900	302,400	356,800
Expenditures In Alberta							
Median ⁵ per person per trip	\$80.00	\$80.00	\$65.00	\$80.00	\$114.00	\$400.00	\$65.00
Median ⁵ per person per day	\$42.50	\$42.75	\$27.50	\$40.00	\$48.75	\$275.00	\$54.00
Total Expenditures In Alberta (000's)	\$1,531,335.3	\$1,317,462.0	\$63,454.0	\$71,624.7	\$58,078.6	\$132,175.4	\$67,722.3
Expenditures Outside Alberta							
Median ⁵ per person per trip	\$250.00	\$250.00	\$150.00*	**	**	\$600.00*	\$1000.00 *
Median ⁵ per person per day	\$50.00	\$50.00	\$20.45*	**	**	\$83.33*	\$105.43*
Total Expenditures Outside Alberta (000's)	\$293,842.1	\$237,807.5	\$24,662.2 *	**	**	\$97,235.5*	\$47,680.0 *

¹ A visitor may have used more than one mode of transportation while on their trip.

² A visitor night is one person spending one night in the province.

³ This question applied if at least a portion of the traveller's stay in Alberta included an overnight travel package (accommodation and at least one of the following other items: transportation, meals, attractions or activities).

⁴ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁵ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 22f: Modes of Transportation Used on Trip¹ - Summary Profile - Overnight Visitor Trips

	Total	Private Vehicle	RV/ Motorhome	Other Motor Vehicle	Scheduled Bus / Coach	Airplane	Other
Accommodation Used in Alberta	%	%	%	%	%	%	%
Friends/relatives	50.1	52.9	15.7	31.5	60.6	43.5	40.8
Hotels/motels	22.4	22.9	**	25.8	26.0*	48.7	26.6*
Camping	17.5	14.3	79.7	28.6	**	**	19.3*
Other fixed roof	7.7	8.6	**	**	**	**	10.8*
Other/not stated	2.3	1.4	2.2*	9.8	**	**	**
Total Visitor Nights²	30,494,400	25,828,300	1,740,000	1,777,000	1,457,800	721,000	861,200
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.2	14.4	22.9	**	11.9*	17.2*	10.6*
Summer (June 15 to September 8)	29.4	29.2	61.9	27.5	18.8*	13.2*	23.9*
Fall (September 9 to October 31)	12.6	12.3	10.5*	16.6*	11.9*	16.0*	16.1*
Winter (November 1 to April 14)	43.8	44.1	**	48.9	57.4	53.6	49.4
Total Household Trips	7,160,000	6,199,600	249,500	350,600	302,900	246,900	278,100
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.3	34.8	**	41.8	70.6	70.2	72.9
Two adults	32.3	33.1	52.0	31.1	17.1*	21.9*	16.9*
3 or more adults - no children	7.7	8.0	14.5*	**	**	**	**
Adult(s) with children	22.6	24.0	28.3	19.9*	**	**	**
Total Party Trips	5,828,800	5,015,600	187,100	285,000	252,100	211,900	238,000
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends/relatives	71.6	74.1	49.1*	56.2*	69.2*	59.6*	60.8*
Resting and relaxing	70.7	71.1	67.5*	71.2*	79.3*	45.1*	72.3*
Dinning out in restaurants	51.5	53.2	27.7*	**	70.3*	71.5*	57.6*
Taking pictures or filming	40.1	38.5	49.4*	64.9*	52.6*	37.6*	**
Shopping	37.3	38.2	**	**	61.4*	**	**
Sightseeing in the countryside	34.5	34.2	45.2*	**	**	**	**
Viewing wildlife	32.5	31.0	52.6*	**	**	**	**
Hiking/climbing	23.0	21.9	34.0*	**	**	**	**
Swimming	22.3	21.2	31.9*	**	**	**	**
Visiting mountainous areas	21.9	21.6	27.6*	**	**	**	**
Visiting wilderness areas	21.6	20.5	30.9*	**	**	**	**
Sightseeing in cities	19.2	19.8	**	**	41.5*	**	**
Visiting nightclubs	16.6	15.9	**	**	**	**	**
Personal errands (e.g. visit doctor)	16.4	15.7	**	**	**	**	**
Sunbathing/beach activities	15.9	14.6	27.7*	**	**	**	**
Birdwatching	15.5	14.8	25.8*	**	**	**	**
Visiting National Parks	15.5	15.9	23.6*	**	**	**	**
Visiting West Edmonton Mall	12.8	12.4	**	**	**	**	**
Fishing	12.8	11.8	29.0*	**	**	**	**
Visiting Provincial Parks	12.0	11.3	33.4*	**	**	**	**
Attending family affairs (e.g. weddings)	11.8	12.3	**	**	**	**	**
Boating	10.6	10.2	22.2*	**	**	**	**
Visiting vacation home/cottage	10.5	11.3	**	**	**	**	**
Visiting scenic landmarks	9.6	9.6	**	**	**	**	**
Bicycling	9.4	8.7	**	**	**	**	**
Attending local festivals/fairs	8.5	7.5	**	**	**	**	**
Golfing	7.6	7.8	**	**	**	**	**
Visiting galleries/museums	7.5	7.2	**	**	**	**	**
Attending sporting events	7.1	7.0	**	**	**	**	**
Visiting historical sites	6.8	6.0	**	**	**	**	**
Visiting interpretive centres	6.7	6.6	**	**	**	**	**
Visiting Kananaskis Country	5.8	6.0	**	**	**	**	**
Attending concerts/live theatre	5.5	5.9	**	**	**	**	**
Total Visitor Trips³	14,026,200	11,978,800	716,900	761,100*	400,200*	336,900*	538,400*

¹ A visitor may have used more than one mode of transportation while on their trip.

² A visitor night is one person spending one night in Alberta.

³ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 23a: Modes of Transportation Used on Trip¹ - Season Trip Ended - Total Visitor Trips

	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Private vehicle	91.8	93.6	91.1	90.5	91.9
RV/motorhome	1.2	1.8*	3.1	1.1*	**
Other motor vehicle	4.3	1.7*	4.2	5.5	4.7
Scheduled bus/coach	2.4	1.5*	1.7	2.2	3.1
Airplane	2.2	2.2*	1.0*	2.1*	2.8
Other	2.1	1.9*	2.2	2.1*	2.1*
Total Household Trips	23,468,100	3,480,300	5,789,500	3,196,200	11,002,100

Exhibit 23b: Modes of Transportation Used on Trip¹ - Season Trip Ended - Same Day Visitor Trips

	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Private vehicle	94.0	96.1	94.0	92.7	93.8
RV/motorhome	0.3*	**	0.7*	**	**
Other motor vehicle	4.0	1.4*	4.0	5.2	4.4
Scheduled bus/coach	1.6	**	1.2*	1.5*	2.1*
Airplane	1.6	1.4*	0.7*	1.2*	2.3*
Other	1.3	1.6*	1.6*	**	1.1*
Total Household Trips	16,308,100	2,464,100	3,684,000	2,295,300	7,864,700

Exhibit 23c: Modes of Transportation Used on Trip¹ - Season Trip Ended - Overnight Visitor Trips

	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Private vehicle	86.6	87.6	86.0	84.8	87.2
RV/motorhome	3.5	5.6*	7.3	2.9*	0.4*
Other motor vehicle	4.9	2.4*	4.6*	6.5	5.5*
Scheduled bus/coach	4.2	3.5*	2.7	4.0*	5.5*
Airplane	3.4	4.2*	1.5*	4.4*	4.2*
Other	3.9	2.9*	3.2	5.0*	5.0*
Total Household Trips	7,160,000	1,016,200	2,105,500	900,900	3,137,400

¹ A visitor may have used more than one mode of transportation while on their trip.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size

Section G

Alberta Tourism Zone Visitation

Highway travel patterns

Exhibit 24 shows a map of Alberta which indicates the volume of traffic on key highways. In general, the pattern of highway traffic followed the population distribution in the province. Traffic flows were generally heaviest near the two major centres (Edmonton and Calgary). Traffic levels were highest on Highway 2 and 2a between Edmonton and Calgary and on Highway 1 and 1a between Calgary and Banff.

Alberta tourism zone visitation

A zone was considered to be visited if the visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip. Calgary & District and Edmonton were the two zones most frequently visited by Alberta resident visitors. Exhibit 27a shows that 18% of all visitor trips in Alberta included a visit to Calgary & District Tourism Zone while 16% of all trips included a visit to Edmonton. David Thompson Country (with 11% of visitor trips), Battle River (10%) and Chinook Country (10%) were the next three most popular zones to visit. Jasper National Park (2%), Land of the Mighty Peace (2%), Gateway (3%), and Big Country (3%) Tourism Zones had low levels of visitation.

The zone visitation levels and the zone of main destination were very similar for all zones. For example, 16% visited Edmonton (Exhibit 27a) and 16% stated that Edmonton was the main destination of their trip (Exhibit 26a).

Overnight stays in Alberta tourism zones

As can be seen in Exhibit 27c, winter and summer were the most popular seasons of travel in Alberta by Albertans. Edmonton (20% of overnight visitor trips), Calgary and District (19%) and David Thompson Country (13%) were the three zones most frequently stayed overnight in. During the summer months, David Thompson Country had the highest proportion of visitor trips staying at least one night (16%).

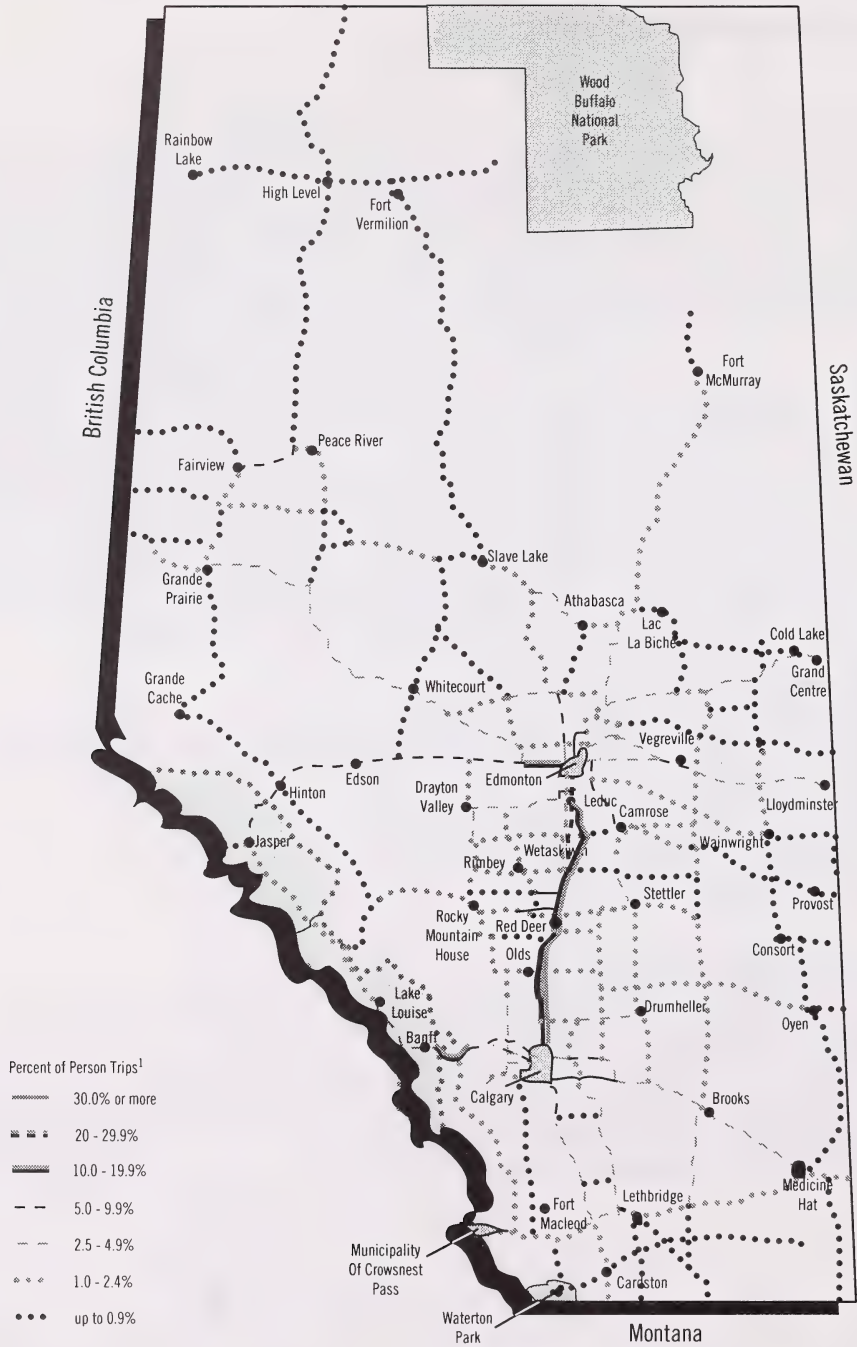
Zone profiles

Exhibits 29a through 42c provide information on the visitation to each of the 14 tourism zones. Each profile provides detailed information regarding visitation to each particular zone including expenditures, accommodation used, trip purpose, origin of visitors and modes of transportation used.

In addition, information was obtained on specific attractions and events which take place in each zone. The information gathered included the awareness and attendance of events in the zone, participation of different activities while in the zone, the main purpose of the trip to that zone and sources of information used in planning the trip to the zone. Each zone decided the specific items to be included in the questionnaires, resulting in different items for each zone.

As visitor trips could include visitation to more than one tourism zone, visitation to a particular region cannot be calculated by adding the visitation numbers of all the zones comprising that region.

Exhibit 24: Highways Travelled



Total Visitor Trips 41,090,100

¹ Estimates of highway travelled were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 25a: Volume and Value of Visitors to Each Tourism Zone – Total Visitor Trips

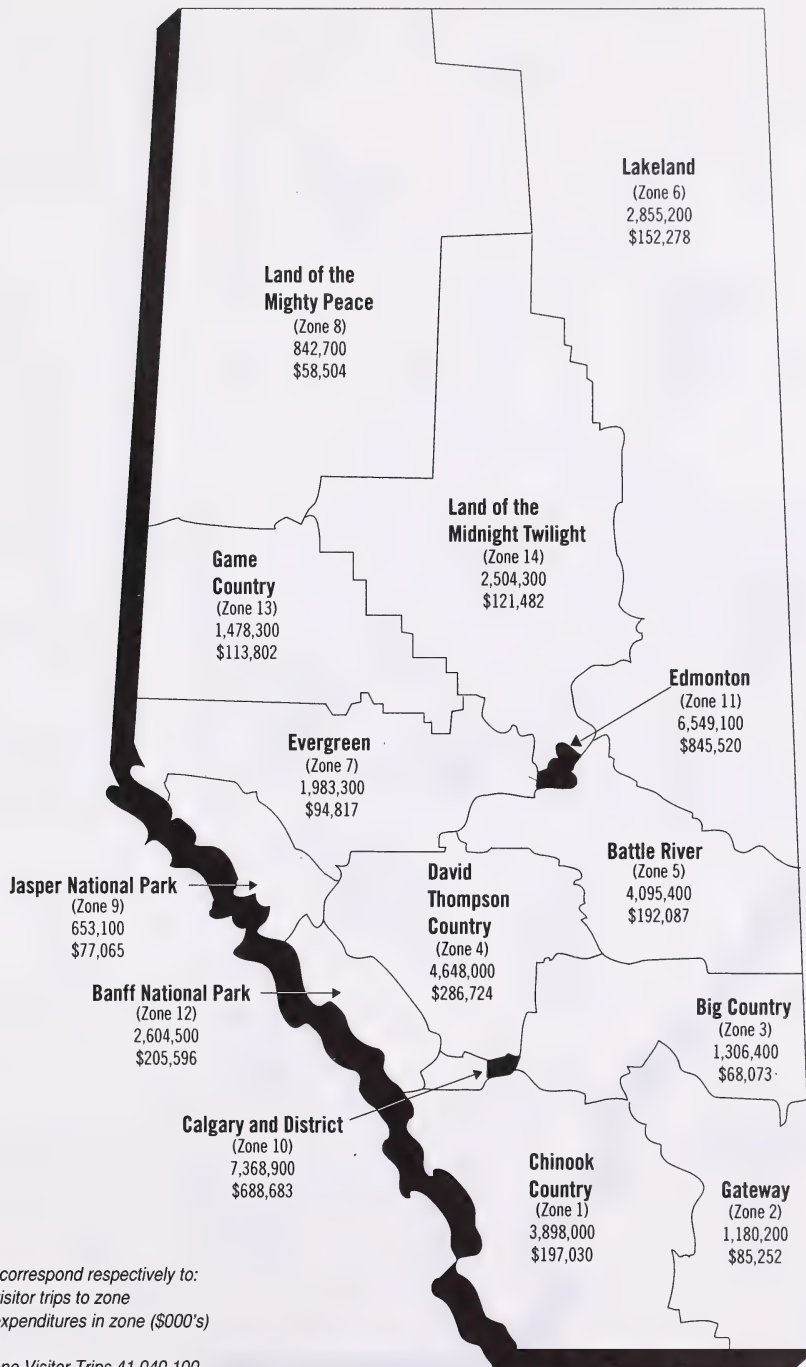


Exhibit 25b: Volume and Value of Visitors to Each Tourism Zone – Same Day Visitor Trips

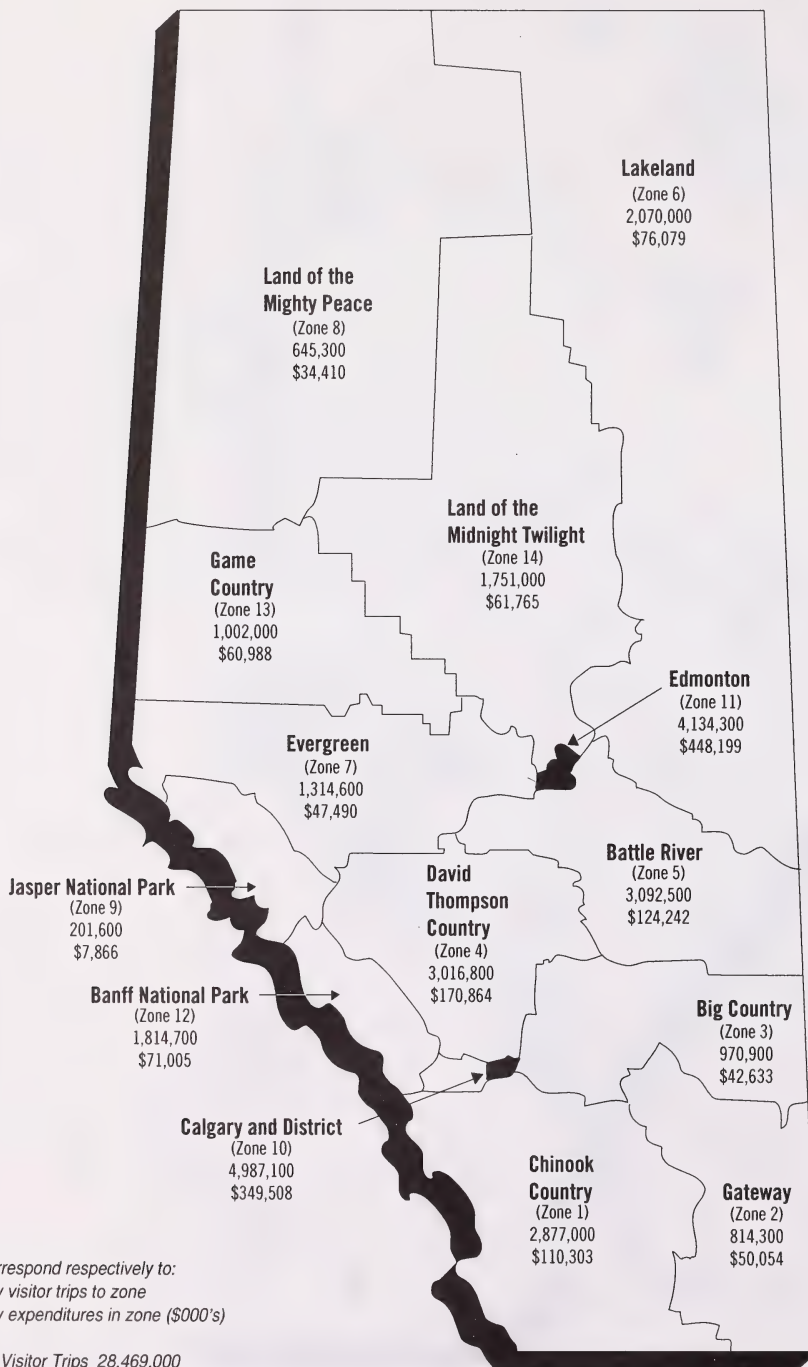
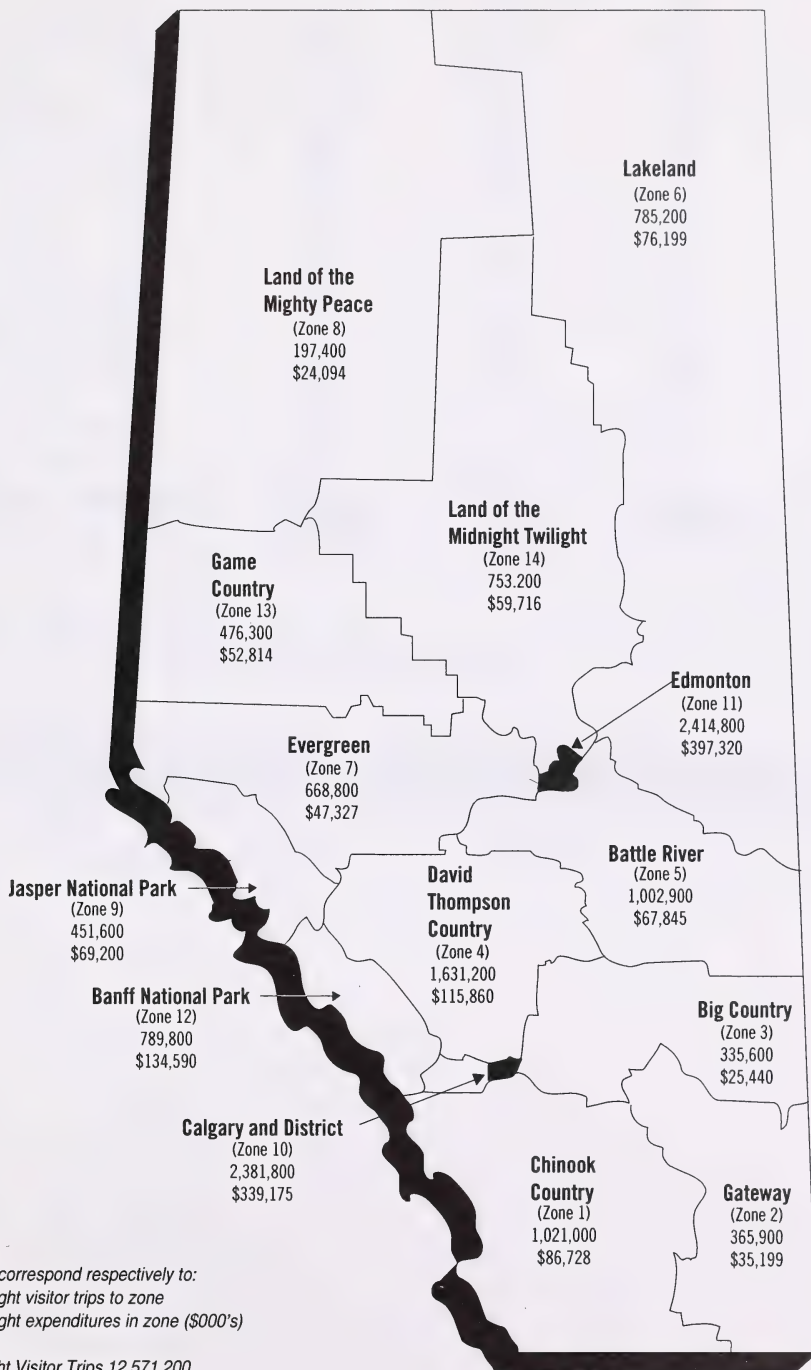


Exhibit 25c: Volume and Value of Visitors to Each Tourism Zone –Overnight Visitor Trips



Figures correspond respectively to:

- Overnight visitor trips to zone
- Overnight expenditures in zone (\$'000's)

Overnight Visitor Trips 12,571,200

Overnight Expenditures \$1,531,335,300

Exhibit 26a: Tourism Zone of Main Destination in Alberta - Season Trip Ended - Total Visitor Trips

Zone of Main Destination	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Chinook Country (Zone 1)	9.3	9.4	9.0	9.9	9.4
Gateway (Zone 2)	2.8	2.9	3.2	2.6	2.6
Big Country (Zone 3)	3.1	3.9	3.4	3.2	2.7
David Thompson Country (Zone 4)	11.1	9.0	13.3	11.4	10.3
Battle River (Zone 5)	9.8	10.2	11.0	8.3	9.4
Lakeland (Zone 6)	6.9	6.7	7.5	7.8	6.4
Evergreen (Zone 7)	4.6	4.7	6.4	4.5	3.6
Land of the Mighty Peace (Zone 8)	2.0	2.0*	2.0	2.8	1.8*
Jasper National Park (Zone 9)	1.5	1.0*	2.0	1.0*	1.4*
Calgary and District (Zone 10)	17.5	16.2	13.9	16.4	20.3
Edmonton (Zone 11)	15.6	18.4	12.4	16.1	16.4
Banff National Park (Zone 12)	6.2	5.5	5.9	5.3	6.9
Game Country (Zone 13)	3.5	2.8	3.6	3.6	3.6
Land of the Midnight Twilight (Zone 14)	5.9	7.2	6.3	7.0	5.1
Total Visitor Trips	41,040,100	5,891,600	10,870,800	5,345,900	18,931,800

* Interpret with caution due to small sample size.

Exhibit Highlights

This exhibit details the zone of main destination by the season the trip ended. During most of the year, Calgary & District and Edmonton Tourism Zones were the most popular main destinations. During the summer, however, zones outside of the urban centres became relatively more popular. In particular, a greater proportion of visitor trips reported David Thompson Country and Battle River as the zones of main destination in the summer.

Exhibit 26b: Tourism Zone of Main Destination in Alberta - Season Trip Ended - Same Day Visitor Trips

Zone of Main Destination	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Chinook Country (Zone 1)	10.1	9.4	9.2	10.4	10.6
Gateway (Zone 2)	2.8	2.9*	3.2	2.6*	2.7*
Big Country (Zone 3)	3.4	3.9*	3.4	3.7	3.2*
David Thompson Country (Zone 4)	10.6	8.3	12.3	11.8	10.0
Battle River (Zone 5)	10.8	11.2	12.2	9.0	10.6
Lakeland (Zone 6)	7.2	6.6	8.3	8.1	6.6
Evergreen (Zone 7)	4.6	4.5	6.5	4.4	3.8
Land of the Mighty Peace (Zone 8)	2.3	2.2*	2.2	2.9*	2.1*
Jasper National Park (Zone 9)	0.6*	**	0.7*	**	**
Calgary and District (Zone 10)	17.4	16.5	13.8	15.8	19.9
Edmonton (Zone 11)	14.4	17.6	12.4	14.6	14.3
Banff National Park (Zone 12)	6.2	5.6	6.5	4.8	6.7
Game Country (Zone 13)	3.5	3.0*	3.5	3.7	3.6
Land of the Midnight Twilight (Zone 14)	6.1	7.7	5.8	7.8	5.3
Total Visitor Trips	28,469,000	4,114,000	6,731,500	3,850,100	13,773,400

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Same day trips taken in winter were most likely to have had Calgary and District Tourism Zone (20%) as their main destination, followed by the Edmonton (14%), Battle River (11%), Chinook Country (11%), and David Thompson Country (10%) Tourism Zones.

Exhibit 26c: Tourism Zone of Main Destination in Alberta - Season Trip Ended - Overnight Visitor Trips

Zone of Main Destination	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Chinook Country (Zone 1)	7.7	9.3	8.6	8.8	6.1
Gateway (Zone 2)	2.7	2.9*	3.4	2.5*	2.2*
Big Country (Zone 3)	2.5	3.9*	3.3	2.1*	**
David Thompson Country (Zone 4)	12.3	10.8	15.1	10.4	11.1
Battle River (Zone 5)	7.4	7.8	9.2	6.5	6.2
Lakeland (Zone 6)	6.2	7.1	6.1	6.9	5.9
Evergreen (Zone 7)	4.7	5.2*	6.3	4.8*	3.2*
Land of the Mighty Peace (Zone 8)	1.5	**	1.7*	2.6*	**
Jasper National Park (Zone 9)	3.3	**	4.1	2.3*	3.4*
Calgary and District (Zone 10)	17.8	15.3	14.2	17.8	21.5
Edmonton (Zone 11)	18.4	20.3	12.4	20.0	22.2
Banff National Park (Zone 12)	6.2	5.5*	4.9	6.8	7.4
Game Country (Zone 13)	3.5	2.5*	3.7	3.3*	3.7*
Land of the Midnight Twilight (Zone 14)	5.6	6.0*	7.1	5.1*	4.4*
Total Visitor Trips	12,571,200	1,777,600	4,139,300	1,495,900	5,158,400

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Overnight trips ending in spring were most likely to have had Edmonton Tourism Zone as their main destination (20%), followed by Calgary and District Tourism Zone (15%). Summer overnight trips were most likely to have had David Thompson Country as the zone of main destination in Alberta (15%).

Exhibit 27a: Tourism Zones Visited¹ - Season Trip Ended - Total Visitor Trips

Zones Visited	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Chinook Country (Zone 1)	9.5	9.5	9.4	10.0	9.4
Gateway (Zone 2)	2.9	3.0	3.3	2.6	2.6
Big Country (Zone 3)	3.2	3.9	3.5	3.3	2.7
David Thompson Country (Zone 4)	11.3	9.2	13.8	11.6	10.5
Battle River (Zone 5)	10.0	10.4	11.4	8.4	9.5
Lakeland (Zone 6)	7.0	6.8	7.6	7.8	6.4
Evergreen (Zone 7)	4.8	4.8	6.8	4.7	3.8
Land of the Mighty Peace (Zone 8)	2.1	2.0*	2.1	2.8	1.8*
Jasper National Park (Zone 9)	1.6	1.1*	2.3	1.1*	1.4*
Calgary and District (Zone 10)	18.0	16.3	14.7	16.9	20.7
Edmonton (Zone 11)	16.0	18.7	12.9	16.3	16.8
Banff National Park (Zone 12)	6.3	5.7	6.2	5.4	6.9
Game Country (Zone 13)	3.6	2.9	3.8	3.7	3.7
Land of the Midnight Twilight (Zone 14)	6.1	7.3	6.6	7.2	5.2
Total Visitor Trips	41,040,100	5,891,600	10,870,800	5,345,900	19,931,800

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

* Interpret with caution due to small sample size.

Exhibit Highlights

Calgary and District, Edmonton and David Thompson Country Tourism Zones were the three most frequently visited zones.

Exhibit 27b: Tourism Zones Visited¹ - Season Trip Ended - Same Day Visitor Trips

Zones Visited	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Chinook Country (Zone 1)	10.1	9.4	9.2	10.4	10.6
Gateway (Zone 2)	2.8	2.9*	3.2	2.6*	2.7*
Big Country (Zone 3)	3.4	3.9*	3.4	3.7	3.2*
David Thompson Country (Zone 4)	10.6	8.3	12.3	11.8	10.0
Battle River (Zone 5)	10.8	11.2	12.2	9.0	10.6
Lakeland (Zone 6)	7.2	6.6	8.3	8.1	6.6
Evergreen (Zone 7)	4.6	4.5	6.5	4.4	3.8
Land of the Mighty Peace (Zone 8)	2.3	2.2*	2.2	2.9*	2.1*
Jasper National Park (Zone 9)	0.6*	**	0.7*	**	**
Calgary and District (Zone 10)	17.4	16.5	13.8	15.8	19.9
Edmonton (Zone 11)	14.4	17.6	12.4	14.6	14.3
Banff National Park (Zone 12)	6.2	5.6	6.5	4.8	6.7
Game Country (Zone 13)	3.5	3.0*	3.5	3.7	3.6
Land of the Midnight Twilight (Zone 14)	6.1	7.7	5.8	7.8	5.3
Total Visitor Trips	28,469,000	4,114,000	6,731,500	3,850,100	13,773,400

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Same day visitor trips were most likely to have visited the Calgary and District Tourism Zone (17%). This was true for all seasons except spring, where Edmonton Tourism Zone received proportionately more same day visitor trips.

Exhibit 27c: Tourism Zones Visited¹ - Season Trip Ended - Overnight Visitor Trips

Zones Visited	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Chinook Country (Zone 1)	8.2	9.6	9.6	9.2	6.3
Gateway (Zone 2)	2.9	3.1*	3.6	2.7*	2.5*
Big Country (Zone 3)	2.7	4.0*	3.6	2.4*	**
David Thompson Country (Zone 4)	13.1	11.3	16.3	11.1	11.7
Battle River (Zone 5)	8.1	8.4	10.2	6.9	6.6
Lakeland (Zone 6)	6.4	7.1	6.5	7.2	5.9
Evergreen (Zone 7)	5.4	5.4*	7.3	5.3*	3.9*
Land of the Mighty Peace (Zone 8)	1.6	**	1.8*	2.7*	**
Jasper National Park (Zone 9)	3.7	2.4*	5.0	2.6*	3.5*
Calgary and District (Zone 10)	19.2	15.7	16.2	19.5	22.7
Edmonton (Zone 11)	19.5	21.1	13.6	20.8	23.4
Banff National Park (Zone 12)	6.6	6.0*	5.7	7.1	7.4
Game Country (Zone 13)	3.8	2.6*	4.2	3.8*	4.0*
Land of the Midnight Twilight (Zone 14)	6.1	6.4	7.8	5.4*	4.8*
Total Visitor Trips	12,571,200	1,777,600	4,139,300	1,495,900	5,158,400

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Overnight visitor trips were most likely to have visited the Edmonton (20%) and Calgary and District Tourism Zones (19%). These two zones received proportionately more overnight visitor trips in all seasons except summer, where David Thompson Country (16%) and Calgary and District (16%) were most likely to be visited.

Exhibit 28a: Shared Visitors - (Zone Visited by Zone Visited¹) - Total Visitor Trips

Zones Visited	Total	Chinook	Gateway	Big	David	Battle	Lakeland	Evergreen
		Country (Zone 1)	(Zone 2)	Country (Zone 3)	Thompson Country (Zone 4)	River (Zone 5)	(Zone 6)	(Zone 7)
	%	%	%	%	%	%	%	%
Chinook Country (Zone 1)	9.5	100.0	**	**	**	**	**	**
Gateway (Zone 2)	2.9	**	100.0	**	**	**	**	**
Big Country (Zone 3)	3.2	**	**	100.0	**	**	**	**
David Thompson Country (Zone 4)	11.3	**	**	**	100.0	**	**	**
Battle River (Zone 5)	10.0	**	**	**	**	100.0	**	**
Lakeland (Zone 6)	7.0	**	**	**	**	**	100.0	**
Evergreen (Zone 7)	4.8	**	**	**	**	**	**	100.0
Land of the Mighty Peace (Zone 8)	2.1	**	**	**	**	**	**	**
Jasper National Park (Zone 9)	1.6	**	**	**	**	**	**	2.5*
Calgary and District (Zone 10)	18.0	**	**	**	1.4*	**	**	**
Edmonton (Zone 11)	16.0	**	**	**	**	**	**	**
Banff National Park (Zone 12)	6.3	**	**	**	**	**	**	**
Game Country (Zone 13)	3.6	**	**	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	6.1	**	**	**	**	**	**	**
Outside Alberta	3.7	7.6*	5.7*	4.7*	1.5*	3.7*	2.7*	2.3*
Total Visitor Trips	41,040,100	3,898,000	1,180,200	1,306,400	4,648,000	4,095,400	2,855,200	1,983,300

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

This exhibit shows that the majority of trips only included one zone. For example, of all those who visited Evergreen Tourism Zone, 3%* also visited Jasper National Park Tourism Zone. In fact, the average number of tourism zones visited on a trip was 1.02.

Exhibit 28b: Shared Visitors - (Zone Visited by Zone Visited¹) - Total Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Zones Visited
%	%	%	%	%	%	%	%	
**	**	**	**	**	**	**	9.5	Chinook Country (Zone 1)
**	**	**	**	**	**	**	2.9	Gateway (Zone 2)
**	**	**	**	**	**	**	3.2	Big Country (Zone 3)
**	**	1.0*	**	**	**	**	11.3	David Thompson Country (Zone 4)
**	**	**	0.8*	**	**	**	10.0	Battle River (Zone 5)
**	**	**	**	**	**	**	7.0	Lakeland (Zone 6)
**	7.5*	**	**	**	**	**	4.8	Evergreen (Zone 7)
100.0	**	**	**	**	**	**	2.1	Land of the Mighty Peace (Zone 8)
**	100.0	**	**	2.3*	**	**	1.6	Jasper National Park (Zone 9)
**	4.6*	100.0	**	4.2*	**	**	18.0	Calgary & District (Zone 10)
**	**	**	100.0	**	**	**	16.0	Edmonton (Zone 11)
**	9.0*	1.5*	**	100.0	**	**	6.3	Banff National Park (Zone 12)
**	**	**	**	**	100.0	**	3.6	Game Country (Zone 13)
**	**	**	**	**	**	100.0	6.1	Land of the Midnight Twilight (Zone 14)
**	15.2*	5.0	2.2*	8.4	4.3*	**	3.7	Outside Alberta
842,700	653,100	7,368,900	6,549,100	2,604,500	1,478,300	2,504,300	41,040,100	Total Visitor Trips

¹ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

From Exhibits 28a/b, it can be seen that there was not a great deal of shared zone visitation, i.e. visitor trips including visits to more than one zone. The only notable cross zone visitation was between the Jasper and Banff National Parks. There was also some shared visitation between Jasper National Park and Evergreen.

Exhibit 29a: Zone 1: Chinook Country - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Lethbridge
Volume of Visitor Trips						
Total visitor trips	41,040,100	3,898,000	3,836,000	1,021,000	2,877,000	1,283,600
Total household trips	23,468,100	2,090,900	2,062,900	551,400	1,539,500	670,300
Total party trips	19,324,400	1,744,600	1,719,500	452,600	1,292,000	566,300
Average travel party size	2.1	2.2	2.2	2.3	2.2	2.2
Total visitor nights ²	30,494,400	2,589,000	2,479,300	2,589,000	-	1,124,900
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	5.4	5.0	4.9	11.3	5.9
Average number of nights in Alberta	2.4	2.8	2.7	2.8	5.9	3.1
Average number of nights in Zone	-	2.5	2.6	2.5	-	3.0
Length of Trip						
	%	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	32.6	33.2	-	44.2	26.6
Same day (more than 80 km one way)	38.3	36.6	37.2	-	49.6	38.9
Overnight	30.6	26.2	25.0	100.0	-	30.6
Total Visitor Trips	41,040,100	3,898,000	3,836,000	1,021,000	2,877,000	1,283,600
Origin of Visitors						
	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	48.2	48.8	21.1	57.8	60.1
Gateway (Zone 2)	3.0	6.5	6.5	6.1*	6.7*	9.8*
Big Country (Zone 3)	2.7	**	**	**	**	**
David Thompson Country (Zone 4)	9.5	2.5*	2.4*	6.1*	**	**
Battle River (Zone 5)	10.2	2.0*	1.9*	6.2*	**	**
Lakeland (Zone 6)	6.9	**	**	**	**	**
Evergreen (Zone 7)	4.9	**	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	34.3	34.5	40.3	32.2	18.2
Edmonton (Zone 11)	18.0	3.4*	3.2*	11.6*	**	**
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	**	**	**	**	**
Total Visitor Trips	41,040,100	3,898,000	3,836,000	1,021,000	2,877,000	1,283,600
Main Purpose of Trip						
	%	%	%	%	%	%
Visit friends/relatives	26.6	27.1	27.2	37.0	23.5	24.5
Vacation/pleasure	37.5	42.6	42.0	48.4	40.5	23.2
Business/pleasure	3.4	1.7*	**	**	**	**
Business/convention	6.5	5.4*	5.5*	4.9*	5.6*	7.5*
Personal business	10.8	9.9	10.0	6.0*	11.2	10.7*
Shopping	14.1	12.6	12.8	**	17.0	30.1
Total Visitor Trips	41,040,100	3,898,000	3,836,000	1,021,000	2,877,000	1,283,600
Expenditures in the Zone						
	%	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	5.0*	4.9*	11.4*	**	7.1*
Camping fees	0.5	0.9*	0.8*	1.9*	**	**
Meals/refreshments	16.8	16.8	16.8	19.2	14.9	18.4
Retail/souvenir purchases	15.0	10.1	10.1	8.8*	11.0	15.2*
Groceries/beverages for use on trip	4.7	6.2	6.1	9.7*	3.5*	2.6*
Regular household grocery shopping	10.8	10.0	10.2	2.3*	16.0	12.7*
Vehicle gas/oil, maintenance and repairs	17.6	23.8	23.7	24.1	23.6	17.7
Car rental/local transportation	1.0	**	**	**	**	**
Commercial transportation	5.5	**	**	**	**	**
Recreation/entertainment	5.7	6.3	6.3	6.4*	6.3*	5.3*
Conference/convention registration fee	0.9	**	**	**	**	**
Overnight travel packages	1.2	**	**	**	**	**
Other purchases	13.2	17.1	17.4	8.8*	23.7	17.0*
Total Expenditures (000's)	\$3,186,740.9	\$197,030.3	\$193,650.0	\$86,727.6	\$110,302.7	\$89,836.3

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 29b: Zone 1: Chinook Country - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Lethbridge
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	60.1	61.2	60.1	-	77.4
Hotels/motels	22.4	14.5	14.3*	14.5	-	21.6*
Campgrounds	17.5	22.2	21.3	22.2	-	**
Other fixed roof	7.7	**	**	**	-	**
Other/not stated	2.3	**	**	**	-	**
Total Visitor Nights²	30,494,400	2,589,000	2,479,300	2,589,000	-	1,124,900
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	15.0	15.0	16.9	14.3	13.3*
Summer (June 15 to September 8)	24.7	24.9	24.4	35.3	21.1	21.7
Fall (September 9 to October 31)	13.6	14.7	14.8	14.8	14.7	19.2
Winter (November 1 to April 14)	46.9	45.4	45.8	33.1	49.9	45.8
Total Household Trips	23,468,100	2,090,900	2,062,900	551,400	1,539,500	670,300
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	93.2	93.5	86.2	95.7	94.1
RV/motorhome	1.2	1.7*	**	5.7*	**	**
Other motor vehicle	4.3	3.2*	3.1*	4.7*	**	**
Scheduled bus/coach	2.4	2.1*	1.9*	**	**	**
Airplane	2.2	**	**	**	**	**
Other	2.1	**	**	**	**	**
Total Household Trips	23,468,100	2,090,900	2,062,900	551,400	1,539,500	670,300
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	35.5	35.7	28.8	37.9	34.4
Two adults	32.1	31.6	31.5	35.9	30.0	37.6
3 or more adults - no children	6.6	7.2	7.2	7.7*	7.1*	5.6*
Adult(s) with children	23.5	25.7	25.6	27.5	25.1	22.5
Total Party Trips	19,324,400	1,744,600	1,719,500	452,600	1,292,000	566,300
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends/relatives	60.7	62.0	61.8	66.3	60.0	67.6*
Dining out in restaurants	45.4	31.3	30.1	38.5*	27.9*	44.4*
Resting and relaxing	45.3	46.4	45.5	76.0	32.4*	43.3*
Shopping	38.7	33.6	33.4	28.7*	36.0*	55.2*
Taking pictures and filming	29.9	30.1	28.7*	60.3	**	**
Sightseeing in the countryside	28.0	31.2	30.1	54.1	20.4*	**
Viewing wildlife	22.4	23.4*	22.6*	40.8*	**	**
Personal errands (e.g. visit doctor)	22.4	14.6*	14.7*	**	18.5*	29.0*
Hiking/climbing	16.5	16.4*	15.5*	31.1*	**	**
Visiting wilderness areas	15.6	17.0*	15.7*	39.8*	**	**
Visiting mountainous areas	15.5	17.2*	15.9*	36.1*	**	**
Sightseeing in cities	14.7	8.2*	**	**	**	**
Swimming	13.1	10.3*	9.3*	21.7*	**	**
Birdwatching	10.1	10.4*	10.2*	22.7*	**	**
Fishing	9.4	8.8*	**	19.7*	**	**
Visiting Provincial Parks	9.1	10.9*	10.1*	22.6*	**	**
Sunbathing/beach activities	8.7	8.6*	**	21.2*	**	**
Attending sporting events	8.4	12.0*	11.8*	**	**	**
Attending local festivals and fairs	7.4	8.3*	**	**	**	**
Visiting scenic landmarks	7.0	12.7*	12.0*	20.4*	**	**
Visiting interpretive centres	4.7	8.8*	**	**	**	**
Total Visitor Trips⁴	41,090,100	3,899,600	3,821,400	1,252,700	2,646,900	1,177,800

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

**Data cannot be released due to small sample size.

Exhibit 29c: Zone 1: Chinook Country - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Lethbridge
Awareness of Events in Chinook Country	%	%	%	%	%
Whoop-up Days - Lethbridge	73.5	74.0	74.0	73.3	65.6*
Taber Cornfest	53.7	53.8	42.3*	58.7*	52.1*
Little Britches Rodeo & Parade - High River	45.9	46.1	52.3*	43.1*	42.3*
Tipi Village & Pow Wow - Ft. MacLeod	36.6	36.3	42.3*	34.1*	45.9*
Santa Claus Parade - Ft. MacLeod	37.9	37.6	18.8*	46.2*	33.5*
Writing-On-Stone Rodeo	34.4	34.0	34.4*	34.4*	41.9*
Millarville Race Days	27.9*	28.1*	28.7*	27.6*	**
Waterton Beargrass Days - Waterton	20.3*	20.5*	**	21.7*	**
Milo Race Meet	12.4*	12.6*	**	**	**
Total Visitor Trips	3,871,000	3,817,400	1,179,300	2,691,800	1,152,900
Events Attended in Chinook Country	%	%	%	%	%
Whoop-up Days - Lethbridge	9.3*	**	**	**	**
Total Visitor Trips	3,871,000	3,817,400	1,179,300	2,691,800	1,152,900
Activities Participated in While in Chinook Country	%	%	%	%	%
Shopping/dining	49.9	49.5	52.0*	48.9*	56.7*
Visiting friends or relatives	47.0	46.6	42.1*	49.1*	51.6*
Hiking	25.0*	24.6	34.7*	**	**
Camping	21.0*	20.3	39.1*	**	**
Visiting Frank Slide Interpretive Centre	12.4*	12.5*	**	**	**
Visiting Head-Smashed-In-Buffalo Jump	12.4*	12.6	**	**	**
Visiting Waterton Lakes National Park	12.4*	12.4*	20.0*	**	**
Fishing	13.6*	13.7*	18.7*	**	**
Visiting other Provincial Parks	10.6*	10.1*	22.0*	**	**
Visiting Kananaskis Country/Park	9.9*	**	**	**	**
Biking	9.5*	**	**	**	**
Organized sporting/entertainment	15.9*	16.1*	**	21.0*	**
Attending meeting, convention or trade show	16.0*	16.2*	**	**	**
Visiting Lethbridge Brewery Garden	10.4*	10.5	**	**	**
Visiting Fort Museum, Fort MacLeod	10.0*	10.1*	**	**	**
Total Visitor Trips	3,871,000	3,817,400	1,179,300	2,691,800	1,152,900
Main Purpose of Trip to Chinook Country	%	%	%	%	%
Visit friends and relatives	17.8*	18.0*	26.7*	**	27.6*
Vacation/pleasure	38.0	37.8	41.3*	36.5*	**
Other/not stated	44.2	44.2	32.0*	49.6*	64.8*
Total Visitor Trips	3,871,000	3,817,400	1,179,300	2,691,800	1,152,900
Sources of Information Used in Planning Trip	%	%	%	%	%
Visited this region before	42.5	42.5	48.8*	39.7*	28.0*
Advice from friends and relatives	31.6	31.3*	33.9*	30.6*	**
Brochures/pamphlets	9.8*	9.8*	**	**	**
Newspapers	9.4*	**	**	**	**
Billboards	10.3*	10.5*	**	**	**
None	25.3*	25.2*	20.1*	27.5*	**
Total Visitor Trips	3,871,000	3,817,400	1,179,300	2,691,800	1,152,900

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 30a: Zone 2: Gateway - Summary Profile - Total Visitor Trips ¹						
	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Medicine Hat
Volume of Visitor Trips						
Total visitor trips	41,040,100	1,180,200	1,151,600	365,900	814,300	624,900
Total household trips	23,468,100	678,600	669,700	196,300	482,200	352,700
Total party trips	19,324,400	586,100	579,100	170,500	415,600	314,100
Average travel party size	2.1	2.0	2.0	2.1	2.0	2.0
Total visitor nights ²	30,494,400	879,200	841,500	879,200	-	430,600
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	3.6	3.4	3.6	**	3.5
Average number of nights in Alberta	2.4	2.7	2.6	2.7	**	2.4
Average number of nights in Zone	-	2.4	2.5	2.4	-	2.1
Length of Trip						
	%	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	32.6	33.4	-	47.2	26.7
Same day (more than 80 km one way)	38.3	33.4	34.2	-	48.4	35.4
Overnight	30.6	31.4	29.7	100.0	-	34.4
Total Visitor Trips	41,040,100	1,180,200	1,151,600	365,900	814,300	624,900
Origin of Visitors						
	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	18.5	18.7	18.1	18.7*	17.4*
Gateway (Zone 2)	3.0	50.7	51.9	14.5*	67.0	47.8
Big Country (Zone 3)	2.7	6.4*	6.6*	**	7.1*	8.0*
David Thompson Country (Zone 4)	9.5	**	**	**	**	**
Battle River (Zone 5)	10.2	**	**	**	**	**
Lakeland (Zone 6)	6.9	**	**	**	**	**
Evergreen (Zone 7)	4.9	**	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	15.9	15.3	39.1	**	18.4*
Edmonton (Zone 11)	18.0	**	**	**	**	**
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	**	**	**	**	**
Total Visitor Trips	41,040,100	1,180,200	1,151,600	365,900	814,300	624,900
Main Purpose of Trip						
	%	%	%	%	%	%
Visit friends/relatives	26.6	21.7*	20.8	37.2	14.7*	22.7*
Vacation/pleasure	37.5	29.1*	29.2	35.4	26.3	18.8*
Business/pleasure	3.4	**	**	**	**	**
Business/convention	6.5	14.1*	14.5	13.1*	14.6*	16.6*
Personal business	10.8	13.2*	13.2	10.8*	14.4*	16.0*
Shopping	14.1	18.9*	19.3	**	26.8	22.7*
Total Visitor Trips	41,040,100	1,180,200	1,151,600	365,900	814,300	624,900
Expenditures in the Zone						
	%	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	6.2*	6.0*	15.1*	**	6.4*
Camping fees	0.5	0.7*	0.6*	1.7*	**	**
Meals/refreshments	16.8	15.3	15.1	20.8*	11.5*	17.6*
Retail/souvenir purchases	15.0	12.0*	12.1*	8.2*	14.6*	14.7*
Groceries/beverages for use on trip	4.7	3.9*	3.8*	6.6*	2.0*	2.1*
Regular household grocery shopping	10.8	21.0	21.3	4.0*	33.0	17.9*
Vehicle gas/oil, maintenance and repairs	17.6	20.9	20.9	24.9*	18.2*	20.5*
Car rental/local transportation	1.0	0.6*	0.6*	**	0.8*	**
Commercial transportation	5.5	1.7*	1.7*	1.7*	1.7*	2.4*
Recreation/entertainment	5.7	6.0*	5.9*	9.2*	3.8*	6.4*
Conference/convention registration fee	0.9	1.1*	1.1*	2.2*	**	1.4*
Overnight travel packages	1.2	**	**	**	**	**
Other purchases	13.2	10.2*	10.3*	4.4*	14.3*	9.7*
Total Expenditures (000's)	\$3,186,740.9	\$85,252.5	\$83,774.2	\$35,199.1	\$50,053.5	\$55,111.3

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 30b: Zone 2: Gateway - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Medicine Hat
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	48.8	48.9	48.8	-	63.0*
Hotels/motels	22.4	24.4	24.4	24.4*	-	34.8
Campgrounds	17.5	22.9	22.7	22.9*	-	**
Other fixed roof	7.7	**	**	**	-	**
Other/not stated	2.3	**	**	**	-	**
Total Visitor Nights²	30,494,400	879,200	841,500	879,200	-	430,600
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	15.2	15.2	14.5*	15.5*	14.3*
Summer (June 15 to September 8)	24.7	26.0	25.9	32.8*	23.3	25.3
Fall (September 9 to October 31)	13.6	12.5	12.4*	11.7*	12.8*	12.4*
Winter (November 1 to April 14)	46.9	46.2	46.5	40.9	48.4	48.0
Total Household Trips	23,468,100	678,600	669,700	196,300	482,200	352,700
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	91.9	91.9	88.2	93.4	95.0
RV/motorhome	1.2	**	**	**	**	**
Other motor vehicle	4.3	**	**	**	**	**
Scheduled bus/coach	2.4	**	**	**	**	**
Airplane	2.2	**	**	**	**	**
Other	2.1	**	**	**	**	**
Total Household Trips	23,468,100	678,600	669,700	196,300	482,200	352,700
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	48.1	48.7	42.0	50.6	47.8
Two adults	32.1	23.1	23.1	26.5*	21.8	24.6
3 or more adults - no children	6.6	4.9*	4.8*	**	**	**
Adult(s) with children	23.5	23.8	23.4	25.7*	23.0	23.4*
Total Party Trips	19,324,400	586,100	579,100	170,500	415,600	314,100
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends/relatives	60.7	60.6*	60.7*	75.3*	50.8*	75.7*
Dining out in restaurants	45.4	55.4*	55.4*	55.0*	55.7*	67.8*
Resting and relaxing	45.3	54.4*	54.5*	88.3*	**	65.2*
Shopping	38.7	54.9*	55.0*	56.8*	53.7*	64.8*
Personal errands (e.g. visit doctor)	22.4	27.2*	27.2*	**	**	39.8*
Total Visitor Trips⁴	41,090,100	970,900	964,900	387,200	583,700	514,900

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 30c: Zone 2: Gateway - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Medicine Hat
Awareness of Events in Gateway	%	%	%	%	%
Medicine Hat Exhibition and Stampede	76.1*	76.5*	70.1*	80.5*	69.5*
Southern Alberta Games (Redcliff)	59.2*	59.4*	**	69.7*	49.3*
Spring Indoor Rodeo (Medicine Hat)	43.3*	43.4*	**	41.6*	47.3*
Box Spring Rodeo (Medicine Hat)	34.9*	35.1*	**	**	**
Elkwater Rodeo	23.4*	**	**	**	**
Redcliff Days	25.9*	26.0*	**	**	**
Elkwater Winter Festival	26.7*	26.8*	**	**	**
Brooks Fall Fair	48.7*	48.9*	**	49.9*	**
Brooks Kinsmen Rodeo	33.8*	34.0*	**	41.1*	**
Bow Island Bean Pot Festival and Rodeo	26.3*	26.4*	**	**	**
Bassano Rodeo	31.3*	31.5*	**	**	**
Western Canadian Champion Hill Climb (Patricia)	27.3*	27.4*	**	**	**
Total Visitor Trips	1,174,600	1,169,500	488,900	685,600	610,600
Activities Participated in While in Gateway	%	%	%	%	%
Shopping	51.0*	51.3*	60.2*	44.5*	61.2*
Total Visitor Trips	1,174,600	1,169,500	488,900	685,600	610,600
Main Purpose of Trip to Gateway	%	%	%	%	%
VFR or vacation/pleasure	36.3*	36.3*	**	**	**
Other/not stated	63.7*	63.7*	**	75.6*	66.0*
Total Visitor Trips	1,174,600	1,169,500	488,900	685,600	610,600
Sources of Information Used in Planning Trip	%	%	%	%	%
Visited this region before	35.5*	35.6*	55.5*	**	45.6*
Advice from friends and relatives	24.9*	25.0*	**	**	**
None	25.2*	25.1*	**	**	**
Total Visitor Trips	1,174,600	1,169,500	488,900	685,600	610,600

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 31a: Zone 3: Big Country - Summary Profile - Total Visitor Trips ¹						
	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Drumheller
Volume of Visitor Trips						
Total visitor trips	41,040,100	1,306,400	1,285,700	335,600	970,900	365,100
Total household trips	23,468,100	744,300	731,500	182,100	562,200	200,000
Total party trips	19,324,400	582,200	571,600	152,000	430,200	153,400
Average travel party size	2.1	2.2	2.2	2.2	2.3	2.4
Total visitor nights ²	30,494,400	690,500	647,700	690,500	-	189,500
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	2.8	2.6	2.8	**	3.3
Average number of nights in Alberta	2.4	2.3	2.1	2.3	**	2.3
Average number of nights in Zone	-	2.1	2.1	2.1	-	1.8
Length of Trip						
	%	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	32.6	33.1	-	43.8	**
Same day (more than 80 km one way)	38.3	38.3	38.9	-	51.6	65.8
Overnight	30.6	26.0	24.8	100.0	-	30.3*
Total Visitor Trips	41,040,100	1,306,400	1,285,700	335,600	970,900	365,100
Origin of Visitors						
	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**	**
Big Country (Zone 3)	2.7	12.8*	12.8*	**	14.2*	**
David Thompson Country (Zone 4)	9.5	12.8*	12.9*	**	12.9*	**
Battle River (Zone 5)	10.2	10.4*	10.6*	**	13.0*	**
Lakeland (Zone 6)	6.9	**	**	**	**	**
Evergreen (Zone 7)	4.9	**	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	49.4	50.2	47.7	50.0	52.4
Edmonton (Zone 11)	18.0	6.4*	5.9*	13.4*	**	**
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	**	**	**	**	**
Total Visitor Trips	41,040,100	1,306,400	1,285,700	335,600	970,900	365,100
Main Purpose of Trip						
	%	%	%	%	%	%
Visit friends/relatives	26.6	28.0	28.1	40.6*	23.7	21.9*
Vacation/pleasure	37.5	52.3	52.1	43.1*	55.4	61.5
Business/pleasure	3.4	**	**	**	**	**
Business/convention	6.5	4.5*	**	**	**	**
Personal business	10.8	11.8*	11.9*	**	11.5*	**
Shopping	14.1	**	**	**	**	**
Total Visitor Trips	41,040,100	1,306,400	1,285,700	335,600	970,900	365,100
Expenditures in the Zone						
	%	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	2.6*	2.4*	7.1*	**	7.2*
Camping fees	0.5	0.8*	0.7*	2.0*	**	1.0*
Meals/refreshments	16.8	19.6	19.6	21.9*	18.2*	21.1*
Retail/souvenir purchases	15.0	4.4*	4.1*	4.5*	4.4*	5.0*
Groceries/beverages for use on trip	4.7	7.8*	7.9*	15.9*	2.9*	9.9*
Regular household grocery shopping	10.8	4.7*	4.7*	2.2*	6.2*	4.4*
Vehicle gas/oil, maintenance and repairs	17.6	21.4	21.6	24.0*	19.8*	21.3*
Car rental/local transportation	1.0	4.8*	5.0*	**	7.6*	5.4*
Commercial transportation	5.5	3.4*	3.4*	6.7*	**	10.2*
Recreation/entertainment	5.7	5.5*	5.4*	9.9*	2.9*	12.1*
Conference/convention registration fee	0.9	1.2*	1.2*	2.5*	**	**
Overnight travel packages	1.2	**	**	**	**	**
Other purchases	13.2	23.6	23.8	2.2*	36.3	1.0*
Total Expenditures (000's)	\$3,186,740.9	\$68,073.2	\$65,792.6	\$25,439.8	\$42,633.4	\$20,195.7

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 31b: Zone 3: Big Country - Summary Profile - Total Visitor Trips ¹						
	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Drumheller
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	54.3	53.8	54.3	-	41.6*
Hotels/motels	22.4	9.0*	8.4*	9.0*	-	**
Campgrounds	17.5	30.7*	31.4*	30.7*	-	33.6*
Other fixed roof	7.7	**	**	**	-	**
Other/not stated	2.3	**	**	**	-	**
Total Visitor Nights²	30,494,400	690,500	647,700	690,500	-	189,500
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	19.5	19.7	21.6*	18.8*	17.0*
Summer (June 15 to September 8)	24.7	25.3	24.9	37.0*	21.5*	40.2
Fall (September 9 to October 31)	13.6	15.1	14.9*	**	16.5*	15.3*
Winter (November 1 to April 14)	46.9	40.2	40.5	30.9*	43.2	27.6*
Total Household Trips	23,468,100	744,300	731,500	182,100	562,200	200,000
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	89.7	89.9	85.4	91.1	84.4
RV/motorhome	1.2	**	**	**	**	**
Other motor vehicle	4.3	**	**	**	**	**
Scheduled bus/coach	2.4	**	**	**	**	**
Airplane	2.2	**	**	**	**	**
Other	2.1	**	**	**	**	**
Total Household Trips	23,468,100	744,300	731,500	182,100	562,200	200,000
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	29.8	29.8	37.4*	27.1	30.9*
Two adults	32.1	33.8	33.4	30.6*	34.9	30.8*
3 or more adults - no children	6.6	6.1*	6.2*	**	**	**
Adult(s) with children	23.5	30.1	30.4	26.3*	31.5	30.9*
Total Party Trips	19,324,400	582,200	571,600	152,000	430,200	153,400
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends/relatives	60.7	48.7*	48.3*	75.4*	41.8*	**
Dining out in restaurants	45.4	36.9*	36.0*	**	38.4*	74.0*
Resting and relaxing	45.3	41.9*	41.3*	61.9*	36.7*	**
Shopping	38.7	35.3*	35.1*	**	40.7*	**
Taking pictures or filming	29.9	35.7*	35.0*	51.9*	**	**
Sightseeing in the countryside	28.0	42.1*	41.6*	**	41.4*	71.4*
Visiting Royal Tyrrell Museum	4.3	**	**	**	**	63.0*
Total Visitor Trips⁴	41,090,100	1,869,400	1,837,100	383,600	1,485,600	364,400

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 31c: Zone 3: Big Country - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Drumheller
Awareness of Events in Big Country	%	%	%	%	%
Pro Rodeo & Professional Chuck Wagon Racing Finals - Strathmore	62.4*	62.4*	**	65.3*	**
Rockyford FCA Rodeo	39.7*	40.1*	**	42.3*	**
Total Visitor Trips	1,376,600	1,366,300	208,800	1,167,800	247,600
Activities Participated in While in Big Country	%	%	%	%	%
Visiting Badlands in Drumheller Valley	54.6*	54.4*	**	58.2*	**
Visiting Horseshoe Canyon near Drumheller	51.1*	51.5*	**	57.1*	**
Visiting Royal Tyrrell Museum of Palaeontology	37.4*	37.2*	**	41.6*	80.0*
Visiting Hoodoos near Drumheller	24.0*	**	**	**	**
Total Visitor Trips	1,376,600	1,366,300	208,800	1,167,800	247,600
Main Purpose of Trip to Big Country	%	%	%	%	%
Vacation/pleasure	51.5*	51.3*	**	52.5*	**
Other/not stated	48.5*	48.7*	**	47.5*	81.7*
Total Visitor Trips	1,376,600	1,366,300	208,800	1,167,800	247,600
Sources of Information Used in Planning Trip	%	%	%	%	%
Visited this region before	47.3*	47.2*	**	44.9*	**
None	36.6*	36.9*	**	41.2	**
Total Visitor Trips	1,376,600	1,366,300	208,800	1,167,800	247,600

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 32a: Zone 4: David Thompson Country - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Red Deer
Volume of Visitor Trips						
Total visitor trips	41,040,100	4,648,000	4,548,100	1,631,200	3,016,800	1,663,800
Total household trips	23,468,100	2,658,300	2,606,200	878,200	1,780,100	961,000
Total party trips	19,324,400	2,169,400	2,125,900	702,400	1,467,000	799,200
Average travel party size	2.1	2.1	2.1	2.3	2.0	2.1
Total visitor nights ²	30,494,400	3,521,000	3,328,700	3,521,000	-	963,700
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	2.7	2.5	2.7	**	2.6
Average number of nights in Alberta	2.4	2.4	2.2	2.4	**	2.2
Average number of nights in Zone	-	2.2	2.2	2.2	-	2.0
Length of Trip						
Same day (40 - 80 km one way)	29.1	26.1	26.6	-	40.2	24.7
Same day (more than 80 km one way)	38.3	38.3	39.1	-	59.0	43.3
Overnight	30.6	35.4	34.0	100.0	**	32.0
Total Visitor Trips	41,040,100	4,648,000	4,548,100	1,631,200	3,016,800	1,663,800
Origin of Visitors						
Chinook Country (Zone 1)	9.7	2.1*	2.1*	3.4*	**	**
Gateway (Zone 2)	3.0	**	**	**	**	**
Big Country (Zone 3)	2.7	3.2*	3.3*	3.5*	2.8*	5.2*
David Thompson Country (Zone 4)	9.5	36.7	37.3	19.8	45.9	38.6
Battle River (Zone 5)	10.2	8.4	8.4	12.0	6.5*	11.8*
Lakeland (Zone 6)	6.9	1.4*	**	3.1*	**	**
Evergreen (Zone 7)	4.9	2.1*	2.0*	3.9*	**	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	28.5	28.8	32.1	26.5	15.0
Edmonton (Zone 11)	18.0	13.7	13.6	15.6	12.6	17.5
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	2.2*	1.9*	3.0*	**	**
Total Visitor Trips	41,040,100	4,648,000	4,548,100	1,631,200	3,016,800	1,663,800
Main Purpose of Trip						
Visit friends/relatives	26.6	32.5	32.6	38.2	29.4	28.1
Vacation/pleasure	37.5	37.0	36.7	45.6	32.3	22.7
Business/pleasure	3.4	3.5*	3.5*	**	4.4*	5.3*
Business/convention	6.5	6.1	6.1	5.2*	6.5*	11.6*
Personal business	10.8	10.2	10.1	7.1*	11.8	12.6
Shopping	14.1	9.4	9.6	**	14.3	18.8
Total Visitor Trips	41,040,100	4,648,000	4,548,100	1,631,200	3,016,800	1,663,800
Expenditures in the Zone						
Accommodation (excl. camping fees)	7.1	4.7	4.2*	11.5	**	6.9*
Camping fees	0.5	1.2*	1.1*	2.9*	**	•
Meals/refreshments	16.8	17.1	17.1	20.7	14.7	20.2
Retail/souvenir purchases	15.0	11.5	11.3	9.4*	13.0	18.2
Groceries/beverages for use on trip	4.7	6.5	6.6	11.5	3.0*	2.0*
Regular household grocery shopping	10.8	13.1	13.4	2.2*	20.5	7.4*
Vehicle gas/oil, maintenance and repairs	17.6	20.5	20.5	23.0	18.7	15.3
Car rental/local transportation	1.0	1.7*	1.8*	1.0*	2.2*	1.9*
Commercial transportation	5.5	1.1*	1.1*	2.6*	**	1.2*
Recreation/entertainment	5.7	4.4*	4.3*	6.2*	3.2*	4.4*
Conference/convention registration fee	0.9	1.0*	1.1*	1.4*	**	1.3*
Overnight travel packages	1.2	1.4*	**	3.4*	**	2.4*
Other purchases	13.2	15.9	16.4	4.1*	24.0	18.8
Total Expenditures ('000's)	\$3,186,740.9	\$286,723.8	\$278,233.5	\$115,859.6	\$170,864.2	\$134,107.5

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 32b: Zone 4: David Thompson Country - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Red Deer
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	48.1	48.0	48.1	-	67.7
Hotels/motels	22.4	10.5	10.5*	10.5	-	24.4*
Campgrounds	17.5	32.6	32.9	32.6	-	**
Other fixed roof	7.7	7.1*	7.5*	7.1*	-	**
Other/not stated	2.3	**	**	**	-	**
Total Visitor Nights²	30,494,400	3,521,000	3,328,700	3,521,000	-	963,700
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	12.2	12.3	12.7	12.0	10.9*
Summer (June 15 to September 8)	24.7	30.1	29.8	38.2	26.0	24.0
Fall (September 9 to October 31)	13.6	14.1	14.2	11.1	15.6	18.0
Winter (November 1 to April 14)	46.9	43.6	43.8	38.0	46.4	47.1
Total Household Trips	23,468,100	2,658,300	2,606,200	878,200	1,780,100	961,000
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	90.8	91.1	85.6	93.4	92.6
RV/motorhome	1.2	2.6*	2.5*	6.4*	**	**
Other motor vehicle	4.3	6.3	6.2	6.0*	6.4*	6.1*
Scheduled bus/coach	2.4	1.8*	1.9*	3.9*	**	**
Airplane	2.2	**	**	**	**	**
Other	2.1	**	**	**	**	**
Total Household Trips	23,468,100	2,658,300	2,606,200	878,200	1,780,100	961,000
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	38.8	39.0	33.2	41.5	38.5
Two adults	32.1	29.2	29.1	29.2	29.2	30.1
3 or more adults - no children	6.6	6.7	6.7	9.2*	5.6*	7.5*
Adult(s) with children	23.5	24.8	24.9	28.0	23.4	23.5
Total Party Trips	19,324,400	2,169,400	2,125,900	702,400	1,467,000	799,200
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends and relatives	60.7	65.0	64.2	78.0	56.7	66.2
Dining out in restaurants	45.4	39.1	38.2	41.4*	37.6*	56.5*
Resting and relaxing	45.3	57.0	56.2	78.7	43.1*	52.5*
Shopping	38.7	40.2	40.4	37.9*	41.6*	57.6*
Taking pictures or filming	29.9	31.3	30.2	43.0	23.9*	25.9*
Sightseeing in the countryside	28.0	27.4	25.9	35.9*	22.0*	**
Viewing wildlife	22.4	21.3*	20.1*	30.8*	**	**
Personal errands (e.g. visit doctor)	22.4	17.7*	18.2*	15.9*	18.8*	27.0*
Hiking/climbing, etc.	16.5	22.3*	21.0*	25.3*	20.4*	**
Visiting wilderness areas	15.6	16.7*	15.8*	23.4*	**	**
Visiting mountainous areas	15.5	13.5*	12.4*	21.8*	**	**
Sightseeing in cities	14.7	13.4*	13.1*	18.7*	**	**
Swimming	13.1	13.3*	12.9*	28.9*	**	**
Birdwatching	10.1	8.4*	**	**	**	**
Fishing	9.4	14.5*	14.5*	19.7*	**	**
Visiting Provincial Parks	9.1	8.9*	8.7*	17.5*	**	**
Visiting nightclubs	9.0	9.3*	9.6*	16.8*	**	19.0*
Sunbathing/beach activities	8.7	11.6*	11.1*	24.3*	**	**
Attending family affairs (e.g. weddings)	8.5	8.8*	**	19.2*	**	**
Boating	6.8	7.5*	**	13.4*	**	**
Bicycling	5.5	9.2*	9.1*	18.1	**	**
Horseback/trail riding	4.3	8.6*	8.9*	**	**	**
Total Visitor Trips⁴	41,090,100	4,622,700	4,467,700	1,798,500	2,824,200	1,777,300

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 32c: Zone 4: David Thompson Country - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Red Deer
Awareness of Events in David Thompson Country	%	%	%	%	%
Red Deer International Airshow	75.6	76.9	64.5	82.8	84.0
Westerner Days - Red Deer	66.1	67.0	51.9	75.3	74.7
Ponoka 54th Annual Stampede	52.0	51.9	43.0*	57.8*	55.6*
Daines Country Music Picnic - Innisfail	41.6	41.8	26.1*	51.7*	44.1*
David Thompson Days - Rocky Mtn. House	32.1	32.8	29.9*	33.5*	22.5*
Rimbey Rodeo	23.9*	24.3*	17.7*	27.9*	**
Olds Mountain View Country Fair - Olds	21.6*	20.8*	19.7*	22.9*	**
Gary Logan Memorial Rodeo - Sundre	19.7*	20.3*	14.7*	23.0*	**
Total Visitor Trips	4,288,600	4,154,500	1,687,600	2,601,000	1,687,700
Events Attended in David Thompson Country	%	%	%	%	%
Westerner Days - Red Deer	20.6*	21.3*	14.8*	24.4*	**
Red Deer International Airshow	12.6*	13.0*	**	18.7*	**
Total Visitor Trips	4,288,600	4,154,500	1,687,600	2,601,000	1,687,700
Activities Participated in While in David Thompson Country	%	%	%	%	%
Visiting friends/relatives	51.0	51.1	58.9	45.9*	50.4*
Sightseeing	30.0	29.7	30.3*	29.9*	23.0*
Visiting Sylvan Lake	28.6	29.0	26.8*	29.7*	21.6*
Camping	24.6*	24.6*	30.7*	20.5*	**
Hiking	22.4*	22.3*	26.2*	19.9*	**
Fishing	13.7*	14.0*	**	**	**
Golfing	9.8*	10.0*	**	**	**
Attending business & convention	11.0*	11.3*	**	**	**
Trail riding	8.1*	8.3*	**	**	**
Total Visitor Trips	4,288,600	4,154,500	1,687,600	2,601,000	1,687,700
Main Purpose of Trip to David Thompson Country	%	%	%	%	%
Vacation/pleasure	25.4*	25.2*	33.7*	20.1*	**
Visiting friends/relatives	30.1	30.7	32.2*	28.7*	33.6*
Shopping	11.3*	11.7*	**	**	**
Other/not stated	33.2	32.4	**	**	**
Total Visitor Trips	4,288,600	4,154,500	1,687,600	2,601,000	1,687,700
Sources of Information Used in Planning Trip	%	%	%	%	%
Visited this region before	38.5	38.7	50.2	30.9*	31.3*
Advice from friends and relatives	22.6*	22.3*	37.2*	**	**
Newspapers	12.1*	12.5*	**	**	**
Brochures/pamphlets	10.7*	10.5*	**	**	**
Radio	9.4*	9.7*	**	**	**
None	24.4*	24.6*	23.9*	24.8*	34.7*
Total Visitor Trips	4,288,600	4,154,500	1,687,600	2,601,000	1,687,700

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 33a: Zone 5: Battle River - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Volume of Visitor Trips					
Total visitor trips	41,040,100	4,095,400	4,016,800	1,002,900	3,092,500
Total household trips	23,486,100	2,297,200	2,264,800	520,400	1,776,800
Total party trips	19,324,400	1,956,100	1,928,000	437,900	1,518,200
Average travel party size	2.1	2.1	2.1	2.3	2.1
Total visitor nights ²	30,494,400	2,441,700	2,308,200	2,441,700	-
Length of Stay (excluding day trips)					
Average number of nights away from home	3.2	3.5	3.4	3.0	7.8*
Average number of nights in Alberta	2.4	2.7	2.6	2.7	**
Average number of nights in Zone	-	2.4	2.5	2.4	-
Length of Trip					
	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	41.9	42.7	-	55.5
Same day (more than 80 km one way)	38.3	30.3	30.9	-	40.2
Overnight	30.6	24.8	23.3	100.0	-
Total Visitor Trips	41,040,100	4,095,400	4,016,800	1,002,900	3,092,500
Origin of Visitors					
	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**
David Thompson Country (Zone 4)	9.5	3.8*	3.7*	7.4*	**
Battle River (Zone 5)	10.2	33.9	34.4	13.6*	40.5
Lakeland (Zone 6)	6.9	3.0*	2.8*	6.5*	**
Evergreen (Zone 7)	4.9	5.2*	5.3*	**	6.0*
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**
Calgary & District (Zone 10)	21.6	4.2*	4.1*	12.5*	**
Edmonton (Zone 11)	18.0	42.8	43.3	43.9	42.4
Banff National Park (Zone 12)	0.5	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	4.0*	3.7*	5.5*	3.5*
Total Visitor Trips	41,040,100	4,095,400	4,016,800	1,002,900	3,092,500
Main Purpose of Trip					
	%	%	%	%	%
Visit friends/relatives	26.6	35.6	35.8	38.0	34.9
Vacation/pleasure	37.5	34.4	34.2	49.3	29.6
Business/pleasure	3.4	3.3*	3.3*	**	3.8*
Business/convention	6.5	7.5	7.5	**	9.0*
Personal business	10.8	9.4	9.3	7.0*	10.1
Shopping	14.1	8.6	8.6	**	11.1
Total Visitor Trips	41,040,100	4,095,400	4,016,800	1,002,900	3,092,500
Expenditures in the Zone					
	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	4.2*	3.9*	11.8*	**
Camping fees	0.5	0.6*	0.5*	1.6*	**
Meals/refreshments	16.8	14.5	14.5	19.7	11.7
Retail/souvenir purchases	15.0	10.1	9.9	7.8*	11.4
Groceries/beverages for use on trip	4.7	6.3	6.3*	12.4*	3.0*
Regular household grocery shopping	10.8	7.7	7.7	**	10.4
Vehicle gas/oil, maintenance and repairs	17.6	20.1	20.1	20.0	20.1
Car rental/local transportation	1.0	**	**	**	**
Commercial transportation	5.5	16.8	17.3	7.5*	21.9
Recreation/entertainment	5.7	7.1	7.2	10.4*	5.4*
Conference/convention registration fee	0.9	**	**	**	**
Overnight travel packages	1.2	**	**	**	**
Other purchases	13.2	11.0	11.4	2.7*	15.6
Total Expenditures (000's)	\$3,186,740.9	\$192,087.1	\$186,060.0	\$67,845.3	\$124,241.8

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 33b: Zone 5: Battle River - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
	%	%	%	%	%
Accommodation Used in Alberta					
Friends/relatives	50.1	49.1	48.3	49.1	-
Hotels/motels	22.4	12.7*	12.5*	12.7*	-
Campgrounds	17.5	12.7*	12.1*	12.7*	-
Other fixed roof	7.7	20.5	21.7	20.5	-
Other/not stated	2.3	5.1*	**	5.1*	-
Total Visitor Nights²	30,494,400	2,441,700	2,308,200	2,441,700	-
Season Trip Ended	%	%	%	%	%
Spring (April 15 to June 14)	14.8	16.3	16.3	15.2*	16.6
Summer (June 15 to September 8)	24.7	28.3	27.9	36.7	25.8
Fall (September 9 to October 31)	13.6	12.9	13.0	12.0*	13.2
Winter (November 1 to April 14)	46.9	42.5	42.8	36.1	44.4
Total Household Trips	23,468,100	2,297,200	2,264,800	520,400	1,776,800
Mode(s) of Transportation Used on Trip³	%	%	%	%	%
Private vehicle	91.8	92.8	93.1	86.1	94.8
RV/motorhome	1.2	**	**	**	**
Other motor vehicle	4.3	3.3*	3.2*	6.0*	**
Scheduled bus/coach	2.4	**	**	**	**
Airplane	2.2	2.9*	2.9*	**	3.3*
Other	2.1	2.4*	2.3*	**	**
Total Household Trips	23,468,100	2,297,200	2,264,800	520,400	1,776,800
Entire Travel Party Composition	%	%	%	%	%
Individual	37.6	37.9	38.2	33.3	39.2
Two adults	32.1	34.0	34.1	32.8	34.4
3 or more adults - no children	6.6	5.7*	5.5*	8.5*	4.9*
Adult(s) with children	23.5	22.3	22.1	25.5	21.3
Total Party Trips	19,324,400	1,956,100	1,928,000	437,900	1,518,200
Activities Participated in While in Alberta	%	%	%	%	%
Visiting friends/relatives	60.7	66.9	66.8	72.8	64.8
Dining out in restaurants	45.4	36.9	37.0	33.4*	38.1*
Resting and relaxing	45.3	44.6	44.3	77.5	32.9*
Shopping	38.7	32.5	32.3*	26.9*	34.5*
Taking pictures or filming	29.9	22.9*	22.7*	43.8*	**
Sightseeing in the countryside	28.0	26.8*	26.9*	39.6*	22.3*
Personal errands (e.g. visit doctor)	22.4	26.1*	26.4*	**	30.8*
Viewing wildlife	22.4	18.8*	18.9*	31.0*	**
Hiking/climbing etc.	16.5	16.4*	16.4*	30.4*	**
Visiting wilderness areas	15.6	10.8*	10.7*	**	**
Sightseeing in the cities	14.7	10.5*	10.5*	**	**
Swimming	13.1	11.8*	11.8*	21.9*	**
Birdwatching	10.1	16.6*	16.8*	34.8*	**
Fishing	9.4	10.9*	11.1*	**	**
Sunbathing/beach activities	8.7	13.0*	13.1*	21.9*	**
Attending sporting events	8.4	10.0*	10.2*	**	**
Attending local festivals and fairs	7.4	9.6*	**	**	**
Boating	6.8	11.7*	11.9*	**	**
Attending business or sales meeting	6.7	12.8*	13.1*	**	16.2*
Visiting vacation home/cottage	5.2	10.2*	10.4*	31.5*	**
Total Visitor Trips⁴	41,090,100	4,306,700	4,221,800	1,127,000	3,179,700

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 33c: Zone 5: Battle River - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Awareness of Events in Battle River	%	%	%	%
Camrose Jaywalkers Jamboree	35.4	35.7*	32.5*	36.5*
Wainwright Stampede	23.4*	23.7*	**	24.8*
Stettler Country Fair and Pro Rodeo	21.3*	21.0*	**	21.7*
Devon Days	24.1*	24.3*	**	29.5*
Bruce Stampede	18.8*	19.0*	**	17.2*
Strathcona Country Fair	18.4*	18.6*	**	22.4*
Sherwood Park Trade Fair	21.6*	21.8*	**	26.6*
Castor Winterfest	12.7*	12.9*	**	**
Total Visitor Trips	3,912,800	3,853,300	1,092,700	2,820,100
Activities Participated in While in Battle River	%	%	%	%
Hiking	16.4*	16.6*	**	**
Camping	16.1*	16.3*	**	**
Fishing	14.3*	14.5*	**	**
Visiting museums	11.9*	12.0*	**	**
Total Visitor Trips	3,912,800	3,853,300	1,092,700	2,820,100
Main Purpose of Trip to Battle River	%	%	%	%
Visiting friends/relatives	38.8	38.3	37.5*	39.3*
Vacation/pleasure	29.0*	29.3*	41.5*	24.1*
Other/not stated	32.2*	32.4*	21.0*	36.6*
Total Visitor Trips	3,912,800	3,853,300	1,092,700	2,820,100
Sources of Information Used in Planning Trip	%	%	%	%
Visited this region before	36.6	37.0	43.3*	33.9*
Advice from friends and relatives	23.3*	23.6*	26.5*	22.1*
Newspapers	12.8*	13.0*	**	**
None	34.9	34.0*	38.0*	33.7*
Total Visitor Trips	3,912,800	3,853,300	1,092,700	2,820,100

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 34a: Zone 6: Lakeland - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Lloydminster
Volume of Visitor Trips						
Total visitor trips	41,040,100	2,855,200	2,834,200	785,200	2,070,000	464,100
Total household trips	23,468,100	1,628,600	1,621,400	437,200	1,191,500	245,300
Total party trips	19,324,400	1,336,200	1,330,800	344,300	991,900	193,700
Average travel party size	2.1	2.1	2.1	2.3	2.1	2.4
Total visitor nights ²	30,494,400	2,084,500	2,010,000	2,084,500	-	176,300
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	3.3	3.1	3.1	**	4.6
Average number of nights in Alberta	2.4	2.8	2.7	2.8	**	2.4
Average number of nights in Zone	-	2.7	2.6	2.7	-	2.1
Length of Trip						
Same day (40 - 80 km one way)	29.1	36.9	37.2	-	50.9	33.8*
Same day (more than 80 km one way)	38.3	32.9	33.1	-	45.3	34.8*
Overnight	30.6	28.2	27.7	100.0	-	20.6*
Total Visitor Trips	41,040,100	2,855,200	2,834,200	785,200	2,070,000	464,100
Origin of Visitors						
Chinook Country (Zone 1)	9.7	**	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**	**
David Thompson Country (Zone 4)	9.5	**	**	**	**	**
Battle River (Zone 5)	10.2	9.9	10.0	7.0*	11.0*	23.2*
Lakeland (Zone 6)	6.9	41.7	41.9	16.6*	51.2	48.4*
Evergreen (Zone 7)	4.9	**	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	2.4*	**	7.9*	**	**
Edmonton (Zone 11)	18.0	34.3	34.7	48.2	29.1	**
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	6.4*	6.1*	8.2*	5.7*	**
Total Visitor Trips	41,040,100	2,855,200	2,834,200	785,200	2,070,000	464,100
Main Purpose of Trip						
Visit friends/relatives	26.6	31.6	31.5	42.3	27.5	18.4*
Vacation/pleasure	37.5	32.6	32.4	43.1	28.6	21.5*
Business/pleasure	3.4	**	**	**	**	**
Business/convention	6.5	7.2*	7.3*	**	8.0*	**
Personal business	10.8	10.2	10.3	6.1*	11.8*	17.2*
Shopping	14.1	15.2	15.3	**	20.7	31.0*
Total Visitor Trips	41,040,100	2,855,200	2,834,200	785,200	2,070,000	464,100
Expenditures in the Zone						
Accommodation (excl. camping fees)	7.1	6.2*	6.2*	12.4*	**	**
Camping fees	0.5	0.9*	0.9*	1.9*	**	**
Meals/refreshments	16.8	16.3	16.3	17.5*	15.1	18.7*
Retail/souvenir purchases	15.0	10.9	10.9	5.7*	16.2	26.4*
Groceries/beverages for use on trip	4.7	8.1*	8.0*	11.8*	4.3*	**
Regular household grocery shopping	10.8	12.9	13.0	3.2*	22.6	5.6*
Vehicle gas/oil, maintenance and repairs	17.6	27.0	27.0	26.3	27.6	18.6*
Car rental/local transportation	1.0	1.5*	1.5*	2.9*	**	**
Commercial transportation	5.5	3.9*	3.9*	5.1*	**	**
Recreation/entertainment	5.7	5.1*	5.1*	**	5.0*	**
Conference/convention registration fee	0.9	**	**	**	**	**
Overnight travel packages	1.2	**	**	**	**	**
Other purchases	13.2	5.2*	5.1*	4.0*	6.4*	**
Total Expenditures (000's)	\$3,186,740.9	\$152,277.5	\$150,647.5	\$76,198.7	\$76,078.9	\$31,622.6

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 34b: Zone 6: Lakeland - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Lloydminster
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	49.4	47.8	49.4	-	**
Hotels/motels	22.4	10.6*	11.0*	10.6*	-	**
Campgrounds	17.5	20.4	20.9	20.4	-	**
Other fixed roof	7.7	13.2*	13.8*	13.2*	-	**
Other/not stated	2.3	6.4*	6.6*	6.4*	-	**
Total Visitor Nights²	30,494,400	2,084,500	2,010,000	2,084,500	-	176,300*
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	13.6	13.6	16.3*	12.6*	**
Summer (June 15 to September 8)	24.7	27.3	27.1	28.5	26.9	19.0*
Fall (September 9 to October 31)	13.6	14.9	14.9	14.9*	14.9	23.5*
Winter (November 1 to April 14)	46.9	44.2	44.4	40.4	45.6	44.2*
Total Household Trips	23,468,100	1,628,600	1,621,400	437,200	1,191,500	245,300
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	91.1	91.2	80.0	95.2	93.6
RV/motorhome	1.2	**	**	6.1*	**	**
Other motor vehicle	4.3	5.4*	5.4*	9.6*	**	**
Scheduled bus/coach	2.4	**	**	**	**	**
Airplane	2.2	**	**	**	**	**
Other	2.1	**	**	**	**	**
Total Household Trips	23,468,100	1,628,600	1,621,400	437,200	1,191,500	245,300
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	38.4	38.4	31.3	40.8	32.3*
Two adults	32.1	32.9	33.1	36.8	31.6	31.9*
3 or more adults - no children	6.6	6.0*	6.0*	8.8*	5.0*	**
Adult(s) with children	23.5	22.7	22.4	23.0	22.5	29.9*
Total Party Trips	19,324,400	1,336,200	1,330,800	344,300	991,900	193,700
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends/relatives	60.7	75.3	74.8	84.1*	72.1*	84.4*
Dining out in restaurants	45.4	37.9*	38.1*	41.4*	36.7*	**
Resting and relaxing	45.3	43.5*	42.3*	83.8*	28.9*	**
Shopping	38.7	42.9*	43.2*	33.6*	46.2*	**
Taking pictures or filming	29.9	33.2*	32.0*	36.3*	32.1*	**
Sightseeing in the countryside	28.0	23.7*	24.1*	44.2*	**	**
Viewing wildlife	22.4	18.7*	17.4*	36.3*	**	**
Personal errands (e.g. visit doctor)	22.4	32.1*	32.7*	**	41.7*	**
Fishing	9.4	15.8*	16.1*	**	**	**
Total Visitor Trips⁴	41,090,100	3,065,900	3,002,200	814,100	2,251,800	1,011,300

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 34c: Zone 6: Lakeland - Zone Attractions and Events - Total Visitor Trips ¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Awareness of Events in Lakeland	%	%	%	%
Ukrainian Pysanka Festival	49.8*	48.9*	72.6*	41.6*
Pow Wow Day in Lac La Biche	40.6*	41.3*	35.0*	42.6*
Lakeland Rodeo Finals	66.7	67.9	60.8*	68.9*
World Pumpkin Weigh-in	39.9*	40.6*	47.7*	37.1*
Coors Cowboy Countdown	28.1*	28.6*	**	32.7*
Aqua Days	19.2*	17.9*	**	**
Total Visitor Trips	2,850,000	2,798,200	749,100	2,100,800
Activities Participated in While in Lakeland	%	%	%	%
Attending family affairs	27.5*	27.9*	47.1*	**
Shopping	50.7*	51.5*	42.7*	53.5*
Fishing	27.0*	27.4*	**	**
Camping	17.5*	**	**	**
Wildlife viewing	18.9*	17.5*	**	**
Attending business functions	23.2*	23.6*	**	**
Total Visitor Trips	2,850,000	2,798,200	749,100	2,100,800
Main Purpose of Trip to Lakeland	%	%	%	%
Vacation/pleasure	26.3*	25.1*	**	**
Visiting friends/relatives	18.7*	19.0*	45.8*	**
Shopping	19.4*	19.8*	**	**
Other/not stated	35.6	36.1	**	**
Total Visitor Trips	2,850,000	2,798,200	749,100	2,100,800
Sources of Information Used in Planning Trip	%	%	%	%
Visited this region before	45.2*	44.4*	**	49.8*
Advice from friends and relatives	40.3*	40.9*	34.6*	42.3*
None	25.6*	26.1*	**	**
Total Visitor Trips	2,850,000	2,798,200	749,100	2,100,800

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 35a: Zone 7: Evergreen - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Volume of Visitor Trips					
Total visitor trips	41,040,100	1,983,300	1,900,000	668,800	1,314,600
Total household trips	23,468,100	1,108,500	1,065,900	352,500	756,000
Total party trips	19,324,400	891,600	859,600	274,500	617,100
Average travel party size	2.1	2.2	2.2	2.4	2.1
Total visitor nights ²	30,494,400	1,606,000	1,441,200	1,606,000	-
Length of Stay (excluding day trips)					
Average number of nights away from home	3.2	3.3	3.0	3.3	**
Average number of nights in Alberta	2.4	2.8	2.6	2.8	**
Average number of nights in Zone	-	2.4	2.5	2.4	-
Length of Trip					
Same day (40 - 80 km one way)	29.1	34.1	35.6	-	51.4
Same day (more than 80 km one way)	38.3	31.8	33.2	-	48.0
Overnight	30.6	34.1	31.2	100.0	-
Total Visitor Trips	41,040,100	1,983,300	1,900,000	668,800	1,314,600
Origin of Visitors					
	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**
David Thompson Country (Zone 4)	9.5	2.2*	2.3*	**	**
Battle River (Zone 5)	10.2	4.4*	4.3*	**	4.6*
Lakeland (Zone 6)	6.9	**	**	**	**
Evergreen (Zone 7)	4.9	19.2	19.4	15.2*	21.2
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**
Jasper National Park (Zone 9)	•	2.5*	2.6*	**	3.7*
Calgary & District (Zone 10)	21.6	2.5*	2.3*	6.4*	**
Edmonton (Zone 11)	18.0	56.5	57.1	51.9	58.9
Banff National Park (Zone 12)	0.5	**	**	**	**
Game Country (Zone 13)	2.9	1.9*	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	8.4	8.5	8.7*	8.2*
Total Visitor Trips	41,040,100	1,983,300	1,900,000	668,800	1,314,600
Main Purpose of Trip					
	%	%	%	%	%
Visit friends/relatives	26.6	28.1	28.8	28.2	28.1
Vacation/pleasure	37.5	51.0	50.1	64.6	44.2
Business/pleasure	3.4	2.0*	2.0*	**	2.6*
Business/convention	6.5	3.4*	3.2*	**	4.5*
Personal business	10.8	8.0	8.2	**	9.8
Shopping	14.1	6.1	6.2*	**	9.0
Total Visitor Trips	41,040,100	1,983,300	1,900,000	668,800	1,314,600
Expenditures in the Zone					
	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	3.4*	2.6*	7.0*	**
Camping fees	0.5	**	**	**	**
Meals/refreshments	16.8	15.4	15.2	15.2	15.6
Retail/souvenir purchases	15.0	11.8	11.8	**	19.0
Groceries/beverages for use on trip	4.7	12.8	12.9	20.8	4.8*
Regular household grocery shopping	10.8	10.0	10.7	**	17.6
Vehicle gas/oil, maintenance and repairs	17.6	33.0	33.9	37.7	28.4
Car rental/local transportation	1.0	**	**	**	**
Commercial transportation	5.5	**	**	**	**
Recreation/entertainment	5.7	4.5*	4.3*	**	3.7*
Conference/convention registration fee	0.9	**	**	**	**
Overnight travel packages	1.2	**	**	**	**
Other purchases	13.2	6.5	6.2*	**	9.7
Total Expenditures (000's)	\$3,186,470.9	\$94,816.7	\$86,954.7	\$47,326.8	\$47,489.8

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 35b: Zone 7: Evergreen - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Accommodation Used in Alberta	%	%	%	%	%
Friends/relatives	50.1	41.3	41.2	41.3	-
Hotels/motels	22.4	7.7*	6.9*	7.7*	-
Campgrounds	17.5	24.8	23.1*	24.8	-
Other fixed roof	7.7	25.7	28.5	25.7	-
Other/not stated	2.3	**	**	**	-
Total Visitor Nights²	30,494,400	1,606,000	1,441,200	1,606,000	-
Season Trip Ended	%	%	%	%	%
Spring (April 15 to June 14)	14.8	15.9	16.5	14.6*	16.6
Summer (June 15 to September 8)	24.7	34.1	34.0	40.1	31.3
Fall (September 9 to October 31)	13.6	14.3	14.6	13.4*	14.8
Winter (November 1 to April 14)	46.9	35.6	35.0	31.9	37.3
Total Household Trips	23,468,100	1,108,500	1,065,900	352,500	756,000
Mode(s) of Transportation Used on Trip ³	%	%	%	%	%
Private vehicle	91.8	92.9	93.3	83.6	97.3
RV/motorhome	1.2	2.0*	**	6.1*	**
Other motor vehicle	4.3	4.2*	4.0*	9.5*	**
Scheduled bus/coach	2.4	**	**	**	**
Airplane	2.2	**	**	**	**
Other	2.1	1.9*	1.9*	**	**
Total Household Trips	23,468,100	1,108,500	1,065,900	352,500	756,000
Entire Travel Party Composition	%	%	%	%	%
Individual	37.6	35.3	36.0	30.0	37.7
Two adults	32.1	31.3	30.5	34.4	29.9
3 or more adults - no children	6.6	7.2	7.4	6.6*	7.5*
Adult(s) with children	23.5	25.8	25.8	29.1	24.4
Total Party Trips	19,324,400	891,600	859,600	274,500	617,100
Activities Participated in While in Alberta	%	%	%	%	%
Visiting friends/relatives	60.7	61.5	59.9	74.8*	50.5*
Dining out in restaurants	45.4	28.6*	27.0*	41.5*	18.1*
Resting and relaxing	45.3	68.5	67.6	78.1	60.5
Shopping	38.7	19.9*	18.6*	31.2*	**
Taking pictures or filming	29.9	37.3	36.7*	48.8*	27.8*
Sightseeing in the countryside	28.0	41.0	40.0	45.6*	37.1*
Personal errands (e.g. visit doctor)	22.4	11.7*	12.0*	**	**
Viewing wildlife	22.4	44.8	44.1	58.8*	33.3*
Hiking/climbing etc.	16.5	30.7*	29.8*	37.0*	25.5*
Visiting wilderness areas	15.6	31.9*	30.4*	40.2*	25.0*
Visiting mountainous areas	15.5	19.6*	18.5*	27.2*	**
Swimming	13.1	22.2*	21.8*	32.6*	**
Visiting National Parks	11.7	12.3*	**	**	**
Birdwatching	10.1	27.7*	27.8*	26.0*	29.1*
Fishing	9.4	20.3*	20.9*	22.9*	18.1*
Visiting Provincial Parks	9.1	10.5*	**	**	**
Sunbathing/beach activities	8.7	24.8*	23.9*	32.3*	18.6*
Boating	6.8	21.0*	21.5*	26.5*	**
Visiting vacation home/cottage	5.2	20.6*	21.9*	28.2*	**
Golfing	4.3	11.5*	11.6*	**	**
Total Visitor Trips⁴	41,090,100	2,073,400	1,943,500	938,000	1,135,500

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 35c: Zone 7: Evergreen - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Awareness of Events in Evergreen	%	%	%	%
Pilgrimage to Lac Sainte Marie	32.4*	32.7*	31.2*	33.5*
Kinsmen Ball Tournament - Edson	19.0*	18.7*	**	**
Sailing Regatta - Wabamun	33.7*	34.6*	28.8*	38.3*
Darby Days - Hinton	12.7*	12.3*	**	**
Polynesian Days - Alberta Beach	21.6*	21.9*	**	**
Total Visitor Trips	1,569,900	1,520,500	758,700	811,200
Activities Participated in While in Evergreen	%	%	%	%
Sightseeing	35.2*	34.9*	46.3*	24.9*
Hiking	24.5*	24.7*	36.4*	**
Camping	21.7*	22.0*	29.1*	**
Fishing	21.6*	22.2*	**	**
Biking	12.0*	12.3*	**	**
Total Visitor Trips	1,569,900	1,520,500	758,700	811,200
Main Purpose of Trip to Evergreen	%	%	%	%
Visiting friends/relatives	30.2*	28.9*	**	33.5*
Vacation/pleasure	39.0	39.3*	52.9*	25.9*
Other/not stated	30.8*	31.8*	**	40.6*
Total Visitor Trips	1,569,900	1,520,500	758,700	811,200
Sources of Information Used in Planning Trip	%	%	%	%
Visited this region before	44.0	43.3	57.1*	31.6*
Advice from friends and relatives	30.2*	30.9*	37.6*	23.2*
None	31.3*	31.9*	**	42.6*
Total Visitor Trips	1,569,900	1,520,500	758,700	811,200

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 36a: Zone 8: Land of the Mighty Peace - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Volume of Visitor Trips					
Total visitor trips	41,040,100	842,700	832,900	197,400	645,300
Total household trips	23,468,100	475,200	470,000	115,900	359,300
Total party trips	19,324,400	412,100	408,600	95,300	316,800
Average travel party size	2.1	2.0	2.0	2.1	2.0
Total visitor nights ²	30,494,400	625,200	605,800	625,200	-
Length of Stay (excluding day trips)					
Average number of nights away from home	3.2	4.7	4.6	4.1	**
Average number of nights in Alberta	2.4	3.6	3.5	3.6	**
Average number of nights in Zone	-	3.2	3.2	3.2	-
Length of Trip					
	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	34.3	34.7	-	44.8
Same day (more than 80 km one way)	38.3	41.5	42.0	-	54.2
Overnight	30.6	23.8	22.9	100.0	-
Total Visitor Trips	41,040,100	842,700	832,900	197,400	645,300
Origin of Visitors					
	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**
David Thompson Country (Zone 4)	9.5	**	**	**	**
Battle River (Zone 5)	10.2	**	**	**	**
Lakeland (Zone 6)	6.9	**	**	**	**
Evergreen (Zone 7)	4.9	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	64.1	63.9	33.9*	73.3
Jasper National Park (Zone 9)	•	**	**	**	**
Calgary & District (Zone 10)	21.6	**	**	**	**
Edmonton (Zone 11)	18.0	**	**	**	**
Banff National Park (Zone 12)	0.5	**	**	**	**
Game Country (Zone 13)	2.9	10.3*	10.4*	12.9*	9.5*
Land of the Midnight Twilight (Zone 14)	7.4	13.0	13.0	**	14.6*
Total Visitor Trips	41,040,100	842,700	832,900	197,400	645,300
Main Purpose of Trip					
	%	%	%	%	%
Visit friends/relatives	26.6	26.2	26.3	37.1*	22.9
Vacation/pleasure	37.5	24.0	23.7	32.9*	21.3
Business/pleasure	3.4	4.4*	4.4*	**	**
Business/convention	6.5	8.4*	8.3*	**	8.1*
Personal business	10.8	12.9	13.0	11.4*	13.3*
Shopping	14.1	23.5	23.8	**	29.6
Total Visitor Trips	41,040,100	842,700	832,900	197,400	645,300
Total Expenditures in the Zone					
	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	5.2*	5.1*	12.5*	**
Camping fees	0.5	**	**	**	**
Meals/refreshments	16.8	13.9	14.0	17.6*	11.4*
Retail/souvenir purchases	15.0	11.6*	11.5*	**	16.3*
Groceries/beverages for use on trip	4.7	4.3*	4.3*	**	**
Regular household grocery shopping	10.8	19.2	19.6	**	31.3
Vehicle gas/oil, maintenance and repairs	17.6	21.8	21.9	25.6*	19.2
Car rental/local transportation	1.0	**	**	**	**
Commercial transportation	5.5	7.1*	7.3*	16.4*	**
Recreation/entertainment	5.7	**	**	**	**
Conference/convention registration fee	0.9	**	**	**	**
Overnight travel packages	1.2	**	**	**	**
Other purchases	13.2	11.4*	11.1*	**	16.2*
Total Expenditures (000's)	\$3,186,740.9	\$58,503.8	\$57,416.6	\$24,093.9	\$34,409.8

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 36b: Zone 8: Land of the Mighty Peace - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Accommodation Used in Alberta	%	%	%	%	%
Friends/relatives	50.1	68.7	69.5	68.7	-
Hotels/motels	22.4	14.5*	14.5*	14.5*	-
Campgrounds	17.5	12.9*	**	12.9*	-
Other fixed roof	7.7	**	**	**	-
Other/not stated	2.3	**	**	**	-
Total Visitor Nights²	30,494,400	625,200	605,800	625,200	-
Season Trip Ended	%	%	%	%	%
Spring (April 15 to June 14)	14.8	14.3	14.3	15.3*	14.0*
Summer (June 15 to September 8)	24.7	23.1	22.8	30.6*	20.7
Fall (September 9 to October 31)	13.6	21.8	22.0	24.2*	21.0
Winter (November 1 to April 14)	46.9	40.8	40.8	29.8*	44.3
Total Household Trips	23,468,100	475,200	470,000	115,900	359,300
Mode(s) of Transportation Used on Trip³	%	%	%	%	%
Private vehicle	91.8	84.3	84.2	75.4	87.1
RV/motorhome	1.2	**	**	**	**
Other motor vehicle	4.3	11.8	11.9	14.5*	11.0*
Scheduled bus/coach	2.4	**	**	**	**
Airplane	2.2	3.4*	**	12.8*	**
Other	2.1	**	**	**	**
Total Household Trips	23,468,100	475,200	470,000	115,900	359,300
Entire Travel Party Composition	%	%	%	%	%
Individual	37.6	45.0	45.4	43.1	45.6
Two adults	32.1	27.0	26.7	27.6*	26.8
3 or more adults - no children	6.6	5.4*	5.4*	**	4.8*
Adult(s) with children	23.5	22.6	22.5	21.9*	22.8
Total Party Trips	19,324,400	412,100	408,600	95,300	316,800
Activities Participated in While in Alberta	%	%	%	%	%
Visiting friends/relatives	60.7	59.1*	58.4*	81.1*	49.9*
Dining out in restaurants	45.4	47.8*	47.1*	**	47.1*
Resting and relaxing	45.3	35.4*	35.7*	68.1*	**
Shopping	38.7	31.4*	29.9*	**	**
Taking pictures or filming	29.9	25.0*	24.3*	58.1*	**
Sightseeing in the countryside	28.0	25.9*	26.1*	**	**
Personal errands (e.g. visit doctor)	22.4	25.5*	25.6*	**	**
Total Visitor Trips⁴	41,090,100	946,200	926,100	279,000	667,200

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 36c: Zone 8: Land of the Mighty Peace - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Awareness of Events in Land of the Mighty Peace	%	%	%	%
Trade Fairs	75.8	76.7*	**	84.1*
Stampedes	78.1	79.6	68.6*	81.9*
Wanham Provincial Ploughing Match	66.6*	67.8*	**	70.9*
Agricultural Fairs	66.3*	67.0*	**	78.0*
Heritage Days	56.3*	57.3*	**	63.4*
River Days	60.8*	62.0*	**	69.7*
Oktoberfest	48.9*	49.3*	**	58.1*
Urchaga Days	39.3*	40.1*	**	48.0*
Corn Huskers Jamboree	38.2*	38.9*	**	43.6*
Total Visitor Trips	814,200	799,400	229,600	584,600
Activities Participated in While in Land of the Mighty Peace	%	%	%	%
Visiting Historic Dunvegan	24.0*	24.5*	**	**
Total Visitor Trips	814,200	799,400	229,600	584,600
Main Purpose of Trip to Land of the Mighty Peace	%	%	%	%
Visiting friends/relatives	33.9*	34.5*	**	**
Other/not stated	66.1*	65.5*	**	69.9*
Total Visitor Trips	814,200	799,400	229,600	584,600
Sources of Information Used in Planning Trip	%	%	%	%
Advice from friends and relatives	33.2*	33.2*	**	**
Visited this region before	23.0*	**	**	**
None	30.9*	31.5*	**	**
Total Visitor Trips	814,200	799,400	229,600	584,600

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 37a: Zone 9: Jasper National Park - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Jasper Townsite
Volume of Visitor Trips						
Total visitor trips	41,040,100	653,100	599,600	451,600	201,600	566,500
Total household trips	23,468,100	356,100	327,700	245,900	110,200	311,200
Total party trips	19,324,400	251,900	233,200	168,000	84,000	217,900
Average travel party size	2.1	2.7	2.6	2.7	2.5	2.7
Total visitor nights ²	30,494,400	1,095,300	1,015,200	1,095,300	-	983,900
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	5.1	4.5	5.2	3.6*	5.1
Average number of nights in Alberta	2.4	3.1	2.9	3.1	**	3.0
Average number of nights in Zone	-	2.4	2.6	2.4	-	2.4
Length of Trip						
	%	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	**	5.1*	-	15.0*	**
Same day (more than 80 km one way)	38.3	20.9	22.8	-	67.7	16.3*
Overnight	30.6	72.0	69.5	100.0	-	76.9
Total Visitor Trips	41,040,100	653,100	599,600	451,600	201,600	566,500
Origin of Visitors						
	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**	**
David Thompson Country (Zone 4)	9.5	**	**	**	**	**
Battle River (Zone 5)	10.2	6.7*	6.1*	**	**	7.2*
Lakeland (Zone 6)	6.9	5.0*	**	**	**	**
Evergreen (Zone 7)	4.9	13.7*	14.0*	**	28.4*	14.1*
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	10.6*	10.3*	10.6*	**	9.9*
Edmonton (Zone 11)	18.0	49.4	51.0	53.0	41.3*	49.4
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	6.0*	5.6*	7.7*	**	**
Total Visitor Trips	41,040,100	653,100	599,600	451,600	201,600	566,500
Main Purpose of Trip						
	%	%	%	%	%	%
Visit friends/relatives	26.6	8.0*	7.8*	**	**	7.1*
Vacation/pleasure	37.5	83.1	83.2	85.1	78.7	83.1
Business/pleasure	3.4	**	**	**	**	**
Business/convention	6.5	**	**	**	**	**
Personal business	10.8	**	**	**	**	**
Shopping	14.1	**	**	**	**	**
Total Visitor Trips	41,040,100	653,100	599,600	451,600	201,600	566,500
Total Expenditures in the Zone						
	%	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	19.4	18.9	21.6*	**	20.1*
Camping fees	0.5	1.6*	1.6*	1.8*	**	1.7*
Meals/refreshments	16.8	23.3	23.7	22.5*	29.7*	24.0
Retail/souvenir purchases	15.0	5.7*	5.5*	**	**	**
Groceries/beverages for use on trip	4.7	8.4*	8.1*	8.9*	**	7.5*
Regular household grocery shopping	10.8	**	**	**	**	**
Vehicle gas/oil, maintenance and repairs	17.6	19.0	18.2	16.3*	42.4*	18.3*
Car rental/local transportation	1.0	**	**	**	**	**
Commercial transportation	5.5	**	**	**	**	**
Recreation/entertainment	5.7	8.3*	8.4*	**	19.1*	7.8*
Conference/convention registration fee	0.9	**	**	**	**	**
Overnight travel packages	1.2	8.2*	8.6*	9.2*	**	9.0*
Other purchases	13.2	**	**	**	**	**
Total Expenditures (000's)	\$3,186,740.9	\$77,065.1	\$71,512.0	\$69,199.6	\$7,865.5	\$69,843.6

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%..

Exhibit 37b: Zone 9: Jasper National Park - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Jasper Townsite
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	**	**	**	-	**
Hotels/motels	22.4	48.2	47.8	48.2	-	50.5
Campgrounds	17.5	34.1	33.5	34.1	-	32.8
Other fixed roof	7.7	11.5*	12.2*	11.5*	-	11.3*
Other/not stated	2.3	**	**	**	-	**
Total Visitor Nights²	30,494,400	1,095,300	1,015,200	1,095,300	-	983,900
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	10.1*	9.9*	9.1*	**	10.4*
Summer (June 15 to September 8)	24.7	36.3	34.5	40.8	26.3*	34.2
Fall (September 9 to October 31)	13.6	10.1*	9.9*	9.5*	**	10.1*
Winter (November 1 to April 14)	46.9	43.5	45.6	40.6	49.9	45.2
Total Household Trips	23,468,100	356,100	327,700	245,900	110,200	311,200
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	86.2	86.2	85.8	86.9	85.5
RV/motorhome	1.2	**	**	**	**	**
Other motor vehicle	4.3	**	**	**	**	**
Scheduled bus/coach	2.4	7.8*	8.4*	8.6*	**	8.7*
Airplane	2.2	**	**	**	**	**
Other	2.1	5.8*	5.6*	**	**	**
Total Household Trips	23,468,100	356,100	327,700	245,900	110,200	311,200
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	17.9	18.9	14.2*	25.3*	16.3*
Two adults	32.1	42.7	43.2	46.7	34.7*	43.3
3 or more adults - no children	6.6	14.8*	13.9*	15.4*	13.6*	15.8*
Adult(s) with children	23.5	24.4	23.7	23.4*	26.3*	24.5
Total Party Trips	19,324,400	251,900	233,200	168,000	84,000	217,900
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends/relatives	60.7	30.0*	25.5*	31.8*	**	31.2*
Dining out in restaurants	45.4	56.2*	54.7*	53.3*	64.7*	56.5*
Resting and relaxing	45.3	72.0	69.5*	74.4*	65.2*	71.8*
Shopping	38.7	33.0*	32.3*	28.7*	**	32.9*
Taking pictures and filming	29.9	66.5	63.8*	68.9*	**	67.3*
Sightseeing in the countryside	28.0	65.2	63.8*	67.3*	**	64.9*
Viewing wildlife	22.4	67.3	64.5	68.1*	65.0*	67.0*
Hiking/climbing	16.5	42.2*	41.9*	46.1*	**	41.3*
Visiting wilderness areas	15.6	44.4*	41.8*	44.7*	**	43.0*
Visiting mountainous areas	15.5	69.4	67.1*	73.9*	**	68.7*
Sightseeing in cities	14.7	22.2*	**	**	**	**
Swimming	13.1	23.3*	23.7*	**	**	24.8*
Visiting National Parks	11.7	69.8	69.2*	71.4*	65.2*	70.6*
Visiting Provincial Parks	9.1	21.2*	**	**	**	**
Visiting scenic landmarks	7.0	25.1*	23.2*	28.1*	**	24.0*
Visiting interpretative centres	4.7	25.8*	22.3*	**	**	25.7*
Downhill skiing	4.4	23.2*	23.1*	**	**	23.9*
Total Visitor Trips⁴	41,090,100	894,900	821,500	663,200	231,700	832,400

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailbox questionnaire, not the telephone survey. The mailbox survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 37c: Zone 9: Jasper National Park - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Jasper Townsite
Awareness of Events in Jasper National Park	%	%	%	%	%
Jasper/Banff Relay Race	48.7*	47.8*	48.6*	**	46.6*
Ski Race at Marmot Basin	45.3*	44.9*	45.7*	**	44.4*
Jasper in January Winter Festival	31.8*	31.5*	**	**	29.9*
Total Visitor Trips	709,400	679,200	507,200	202,200	665,700
Activities Participated in While in Jasper National Park	%	%	%	%	%
Visiting Athabasca Falls	29.5*	28.9*	**	**	29.8*
Visiting Maligne Lake	25.3*	**	**	**	**
Visiting Pyramid Lake	24.3*	**	**	**	**
Downhill skiing	24.0*	**	**	**	**
Total Visitor Trips	709,400	679,200	507,200	202,200	665,700
Main Purpose of Trip to Jasper National Park	%	%	%	%	%
Vacation/pleasure	69.1*	68.2*	71.8*	**	69.1*
Other/not stated	30.9*	31.8*	**	**	42.3*
Total Visitor Trips	709,400	679,200	507,200	202,200	665,700
Sources of Information Used in Planning Trip	%	%	%	%	%
Visited this region before	55.9*	55.5*	53.3*	**	57.7*
Brochures/pamphlets	31.2*	28.2*	**	**	**
Total Visitor Trips	709,400	679,200	507,200	202,200	655,700

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 38a: Zone 10: Calgary and District - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to City of Calgary	Visits to Bow/ Canmore Corridor
Volume of Visitor Trips							
Total visitor trips	41,040,100	7,368,900	7,190,400	2,381,800	4,987,100	5,673,900	904,300
Total household trips	23,468,100	4,333,400	4,238,400	1,453,500	2,879,800	3,408,300	487,900
Total party trips	19,324,400	3,616,000	3,556,100	1,191,600	2,424,400	2,915,200	359,700
Average travel party size	2.1	2.0	2.0	2.0	2.0	1.9	2.5
Total visitor nights ²	30,494,400	5,219,000	4,917,200	5,219,000	-	4,185,900	698,700
Length of Stay (excluding day trips)							
Average number of nights away from home	3.2	3.6	3.5	3.3	8.0	3.8	2.9
Average number of nights in Alberta	2.4	2.4	2.3	2.4	**	2.4	2.4
Average number of nights in Zone	-	2.2	2.2	2.2	-	2.2	**
Length of Trip							
Same day (40 - 80 km one way)	29.1	28.3	29.0	-	41.8	27.6	12.8*
Same day (more than 80 km one way)	38.3	36.7	37.7	-	54.3	35.2	47.0
Overnight	30.6	32.7	31.1	100.0	-	34.8	37.9
Total Visitor Trips	41,040,100	7,368,900	7,190,400	2,381,800	4,987,100	5,673,900	904,300
Origin of Visitors							
Chinook Country (Zone 1)	9.7	21.2	21.5	12.2	25.6	26.3	**
Gateway (Zone 2)	3.0	3.6	3.6	5.2*	2.9*	4.5	**
Big Country (Zone 3)	2.7	7.5	7.7	2.8*	9.8	9.5	**
David Thompson Country (Zone 4)	9.5	14.8	14.9	10.3	16.9	17.5	7.5*
Battle River (Zone 5)	10.2	3.4	3.3	7.9	**	4.1	**
Lakeland (Zone 6)	6.9	1.1*	1.0*	2.3*	**	1.2*	**
Evergreen (Zone 7)	4.9	1.3*	1.2*	3.0*	**	1.6*	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**	**
Calgary & District (Zone 10)	21.6	30.8	31.5	20.8	35.6	15.9	71.6
Edmonton (Zone 11)	18.0	11.4	10.6	26.6	4.2*	13.6	7.8*
Banff National Park (Zone 12)	0.5	1.6*	1.6*	**	1.8*	1.9*	**
Game Country (Zone 13)	2.9	**	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	2.5	2.3*	5.6	**	3.0	**
Total Visitor Trips	41,040,100	7,368,900	7,190,400	2,381,800	4,987,100	5,673,900	904,300
Main Purpose of Trip							
Visit friends/relatives	26.6	24.0	24.3	34.1	19.1	28.8	7.3*
Vacation/pleasure	37.5	38.7	37.8	42.7	36.8	24.7	84.8
Business/pleasure	3.4	3.9	3.9	3.2*	4.3	4.6	**
Business/convention	6.5	6.1	6.2	6.6	5.9	7.6	**
Personal business	10.8	11.8	11.9	10.9	12.2	14.7	**
Shopping	14.1	14.8	15.2	2.3*	20.8	19.2	**
Total Visitor Trips	41,040,100	7,368,900	7,190,400	2,381,800	4,987,100	5,673,900	904,300
Total Expenditures in the Zone							
Accommodation (excl. camping fees)	7.1	7.5	7.1	15.3	**	6.6	20.5*
Camping fees	0.5	**	**	**	**	**	**
Meals/refreshments	16.8	16.5	16.4	21.6	11.5	16.0	21.1*
Retail/souvenir purchases	15.0	14.7	14.8	11.5	17.8	15.8	**
Groceries/beverages for use on trip	4.7	3.7	3.6	4.0*	3.5*	2.8*	10.8*
Regular household grocery shopping	10.8	9.5	9.7	3.3*	15.5	10.4	**
Vehicle gas/oil, maintenance and repairs	17.6	13.7	13.7	14.2	13.3	12.3	23.7
Car rental/local transportation	1.0	1.3*	1.3*	1.8*	**	1.1*	**
Commercial transportation	5.5	10.2	10.4	6.8	13.5	11.3	**
Recreation/entertainment	5.7	5.4	5.2	8.0	3.0*	5.2	**
Conference/convention registration fee	0.9	1.4*	1.4*	2.4*	**	1.5*	**
Overnight travel packages	1.2	**	**	**	**	**	**
Other purchases	13.2	15.3	15.7	9.7	20.8	16.8	**
Total Expenditures (000's)	\$3,186,740.9	\$688,683.2	\$669,552.0	\$339,175.0	\$349,508.2	\$619,195.3	\$46,019.1

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 38b: Zone 10: Calgary and District - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to City of Calgary	Visits to Bow/Canmore Corridor
Accommodation Used in Alberta	%	%	%	%	%	%	%
Friends/relatives	50.1	57.1	58.2	57.1	-	67.8	15.8*
Hotels/motels	22.4	26.8	26.4	26.8	-	28.0	29.1*
Campgrounds	17.5	10.0	9.0	10.0	-	**	36.2*
Other fixed roof	7.7	3.5*	3.7*	3.5*	-	**	18.6*
Other/not stated	2.3	2.6*	2.7*	2.6*	-	2.9*	**
Total Visitor Nights²	30,494,400	5,219,000	4,917,200	5,219,000	-	4,185,900	698,700
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	12.9	13.0	11.8	13.4	13.4	14.1*
Summer (June 15 to September 8)	24.7	20.1	19.6	24.1	18.1	16.9	36.8
Fall (September 9 to October 31)	13.6	12.1	12.1	11.8	12.3	10.6	17.5*
Winter (November 1 to April 14)	46.9	54.9	55.2	52.3	56.2	59.1	31.6
Total Household Trips	23,468,100	4,333,400	4,238,400	1,453,500	2,879,800	3,408,300	487,900
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%	%
Private vehicle	91.8	90.8	90.7	86.4	93.0	91.8	90.5
RV/motorhome	1.2	0.8*	**	2.2*	**	**	**
Other motor vehicle	4.3	3.5	3.5	3.8*	3.3*	2.7*	**
Scheduled bus/coach	2.4	3.7	3.7	5.0*	3.1*	3.0	**
Airplane	2.2	4.6	4.7	5.1*	4.4	5.8	**
Other	2.1	3.9	3.9	6.7	2.6*	4.2	**
Total Household Trips	23,468,100	4,333,400	4,238,400	1,453,500	2,879,800	3,408,300	487,900
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.6	40.6	41.1	42.8	39.5	44.2	18.9*
Two adults	32.1	30.5	30.3	31.8	29.8	29.2	38.8
3 or more adults - no children	6.6	5.8	5.5	7.8	4.8	4.9	12.8*
Adult(s) with children	23.5	23.0	22.9	17.6	25.6	21.5	29.4
Total Party Trips	19,324,400	3,616,000	3,556,100	1,191,600	2,424,400	2,915,200	359,700
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends/relatives	60.7	60.7	61.1	77.0	53.3	71.1	40.3*
Dining out in restaurants	45.4	53.1	52.2	63.7	48.3	58.0	41.8*
Resting and relaxing	45.3	41.4	40.2	63.9	31.3	36.9	52.4*
Shopping	38.7	43.5	43.7	42.0	44.2	48.5	30.3*
Taking pictures or filming	29.9	35.0	33.7	38.4	33.5	30.6	47.2*
Sightseeing in the countryside	28.0	32.2	30.8	26.9	34.6	25.4	45.0*
Viewing wildlife	22.4	21.5	20.2	26.2	19.4*	12.5*	55.1*
Personal errands (e.g. visit doctor)	22.4	26.1	26.4	19.7*	29.0	30.8	**
Hiking/climbing	16.5	17.7	17.5	20.4*	16.5*	6.8*	53.7*
Visiting wilderness areas	15.6	17.9	16.6	19.2*	17.3*	9.5*	46.2*
Visiting mountainous areas	15.5	26.8	25.3	29.7	25.5*	13.9*	71.6*
Sightseeing in cities	14.7	23.3	22.2	25.0*	22.5*	24.2	**
Swimming	13.1	14.0	13.8	18.1*	12.2*	12.4*	**
Visiting National Parks	11.7	19.1	17.6	19.2*	19.1*	20.2	**
Birdwatching	10.1	9.4*	9.3*	11.3*	8.6*	6.9*	**
Visiting nightclubs	9.0	9.3*	8.4*	17.6*	**	11.8*	**
Visiting Provincial Parks	9.1	12.0*	11.8*	10.4*	12.7*	7.4*	**
Attending family affairs (e.g. weddings)	8.5	5.7*	5.7*	**	**	6.3*	**
Attending sporting events	8.4	12.5*	12.8*	**	15.0*	15.8*	**
Visiting galleries/museum	6.6	10.1*	10.1*	8.5*	10.9*	11.9*	**
Visiting historical sites	6.0	9.6*	9.6*	**	12.0*	12.1*	**
Visiting Kananaskis Country	5.5	19.5	18.9	18.0*	20.1*	6.6*	62.8*
Bicycling	5.5	7.4*	7.5*	8.7*	**	6.5*	**
Horseback/trail riding	4.3	9.5*	9.8*	**	13.1*	12.0*	**
Visiting Royal Tyrrell Museum	4.3	8.9*	9.1*	**	12.4*	11.5*	**
Attending trade show	4.1	7.5*	7.7	**	9.8*	9.5*	**
Visiting Calgary Zoo	3.2	13.8	14.0	9.0*	16.0*	15.7*	**
Visiting Heritage Park in Calgary	3.2	9.0*	9.2*	**	11.9*	9.6*	**
Attending Calgary Stampede	2.9	10.1*	10.3*	**	13.6*	10.7*	**
Total Visitor Trips⁴	41,090,100	7,064,800	6,868,100	2,201,100	4,863,700	5,391,400	927,800

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 38c: Zone 10: Calgary and District - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to City of Calgary	Visits to Bow / Canmore Corridor
Awareness of Events in Calgary and District	%	%	%	%	%	%
Calgary Exhibition & Stampede	91.8	91.7	88.4	93.2	90.0	97.3*
Spruce Meadows Equestrian Events	79.8	79.8	71.8	83.0	77.8	81.9*
Calgary Winter Festival	71.5	71.9	53.7	78.7	67.9	76.5*
Rodeo Royale	55.9	56.6	37.2	63.4	56.7	56.7*
Children's Festival	41.6	42.1	34.0	44.7	36.2	49.9*
Jazz Festival	36.5	36.6	31.3	38.6	30.4	47.2*
Folk Festival	36.6	36.8	27.1	40.4	30.1	51.9*
International Native Arts Festival	33.3	33.8	17.0*	39.9*	30.1	35.3*
Country Music Festival	37.1	37.5	28.7	40.5	36.8	36.9*
Total Visitor Trips	7,226,600	7,117,500	2,070,800	5,155,800	5,488,100	991,400
Events Attended in Calgary and District	%	%	%	%	%	%
Calgary Exhibit & Stampede	18.9	19.0	14.0*	20.8*	16.7*	**
Calgary Winter Festival	11.9*	12.0*	**	14.9*	11.8*	**
Spruce Meadows Equestrian Events	7.5*	7.5*	**	**	7.1*	**
Total Visitor Trips	7,226,600	7,117,500	2,070,800	5,155,800	5,488,100	991,400
Activities Participated in While in Calgary and District	%	%	%	%	%	%
Visiting friends or relatives	56.6	56.4	59.1	55.5	64.8	**
Visiting restaurants/dining	54.3	54.1	47.5	57.0	59.4	40.3*
Downtown walkway shopping	29.5	29.8	22.8*	32.2	32.5	**
Visiting Provincial Parks	29.3	29.3	18.0*	33.9*	22.8	50.5*
Visiting Chinook Shopping Centre	26.5	26.7	16.5*	30.5	30.8	**
Hiking	20.3	20.1	19.9*	20.4*	11.5*	47.2*
A weekend getaway	15.2	15.2*	23.3*	11.9*	11.4*	**
Attending a conference	15.0*	15.1*	**	17.9*	19.2	**
Visiting Calaway Park	15.0*	15.1*	**	19.4*	15.7*	**
Attending professional sports	14.5*	14.7*	**	18.5*	14.0*	**
Visiting Calgary Public Parks	13.7*	13.6*	11.5*	14.6*	12.2*	**
Visiting Glenbow Museum	12.6*	12.7*	**	16.9*	13.6*	**
Biking	11.3*	11.5*	10.1*	11.8*	7.0*	**
Visiting Calgary Leisure Centres	8.9*	9.1*	**	10.9*	10.2*	**
Visiting Calgary Tower	8.4*	8.3*	**	10.2*	9.9*	**
Visiting Canada Olympic Park	8.2*	8.3*	**	10.3*	8.5*	**
Trail riding	7.7*	7.8*	**	10.1*	9.8*	**
Visiting Calgary Chinatown	6.5*	6.6*	**	**	6.7*	**
Attending Calgary Performing Arts	6.0*	6.1*	**	**	6.2*	**
Attending business/sales meeting	5.9*	5.9*	**	**	7.2*	**
Total Visitor Trips	7,226,600	7,117,500	2,070,800	5,155,800	5,488,100	991,400
Main Purpose of Trip to Calgary and District	%	%	%	%	%	%
Visit friends and relatives	18.0	17.6	34.3	11.5*	22.0	**
Vacation/pleasure	14.4*	14.4*	14.9*	14.3*	8.4*	34.1*
Business/convention	5.6*	5.6*	**	**	7.3*	**
Personal business	11.4*	11.6*	**	13.5*	12.3*	**
Shopping	21.7	21.9	**	29.2*	28.4	**
Other/not stated	28.7	28.8	22.7	27.3	21.6	42.4
Total Visitor Trips	7,226,600	7,117,500	2,070,800	5,155,800	5,488,100	991,400
Sources of Information Used in Planning Trip	%	%	%	%	%	%
Visited this region before	44.0	44.0	41.4	45.1	42.7	50.3*
Advice from friends and relatives	26.0	26.4	21.1*	28.0*	29.7	**
Newspapers	23.4	23.7	**	29.2*	27.9	**
Brochures/pamphlets	14.6*	14.7*	9.4*	16.7*	14.2*	**
Radio	15.3	15.5*	**	20.4*	18.4*	**
Tourism Association	7.9*	8.0*	**	10.5*	10.1*	**
Television	6.3*	6.3*	**	**	6.5*	**
None	26.2	26.0	24.7*	26.9*	28.7	**
Total Visitor Trips	7,226,600	7,117,500	2,070,800	5,155,800	5,488,100	991,400

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 39a: Zone 11: Edmonton - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Volume of Visitor Trips					
Total visitor trips	41,040,100	6,549,100	6,410,200	2,414,800	4,134,300
Total household trips	23,468,100	3,745,300	3,674,700	1,430,700	2,314,500
Total party trips	19,324,400	3,229,900	3,171,500	1,236,700	1,993,100
Average travel party size	2.1	2.0	2.0	2.0	2.1
Total visitor nights ²	30,494,400	5,009,700	4,757,600	5,009,700	-
Length of Stay (excluding day trips)					
Average number of nights away from home	3.2	2.8	2.6	2.8	3.8*
Average number of nights in Alberta	2.4	2.3	2.2	2.3	2.4*
Average number of nights in Zone	-	2.1	2.1	2.1	-
Length of Trip					
	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	20.2	20.7	-	32.1
Same day (more than 80 km one way)	38.3	41.5	42.4	-	65.8
Overnight	30.6	37.5	36.2	100.0	-
Total Visitor Trips	41,040,100	6,549,100	6,410,200	2,414,800	4,134,300
Origin of Visitors					
	%	%	%	%	%
Chinook Country (Zone 1)	9.7	1.5*	1.4*	3.2*	**
Gateway (Zone 2)	3.0	**	**	1.5*	**
Big Country (Zone 3)	2.7	**	**	**	**
David Thompson Country (Zone 4)	9.5	6.5	6.4	7.3	6.0*
Battle River (Zone 5)	10.2	20.6	21.0	6.3	29.0
Lakeland (Zone 6)	6.9	18.9	18.7	20.5	17.9
Evergreen (Zone 7)	4.9	13.4	13.6	6.9	17.1
Land of the Mighty Peace (Zone 8)	2.5	1.3*	1.1*	3.3*	**
Jasper National Park (Zone 9)	•	**	**	**	**
Calgary & District (Zone 10)	21.6	11.9	11.8	24.8	4.4*
Edmonton (Zone 11)	18.0	5.7	5.9	7.9	4.5*
Banff National Park (Zone 12)	0.5	**	**	**	**
Game Country (Zone 13)	2.9	3.4	3.3	6.3	**
Land of the Midnight Twilight (Zone 14)	7.4	15.3	15.4	10.2	18.2
Total Visitor Trips	41,040,100	6,549,100	6,410,200	2,414,800	4,134,300
Main Purpose of Trip					
	%	%	%	%	%
Visit friends/relatives	26.6	22.8	22.7	36.3	14.9
Vacation/pleasure	37.5	17.8	17.5	26.1	13.0
Business/pleasure	3.4	5.8	5.7	5.8	5.8*
Business/convention	6.5	8.2	8.2	8.6	8.0
Personal business	10.8	15.0	14.9	13.3	15.9
Shopping	14.1	29.7	30.3	8.5	42.1
Total Visitor Trips	41,040,100	6,549,100	6,410,200	2,414,800	4,134,300
Total Expenditures in the Zone					
	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	6.2	6.0	13.1	-
Camping fees	0.5	**	**	**	**
Meals/refreshments	16.8	15.4	15.4	20.2	11.2
Retail/souvenir purchases	15.0	23.9	24.0	22.0	25.5
Groceries/beverages for use on trip	4.7	1.6*	1.5*	2.0*	1.2*
Regular household grocery shopping	10.8	13.5	13.7	5.1*	20.9
Vehicle gas/oil, maintenance and repairs	17.6	11.6	11.5	13.4	10.0
Car rental/local transportation	1.0	**	**	**	**
Commercial transportation	5.5	4.9	5.0	5.3	4.6*
Recreation/entertainment	5.7	4.6	4.6	5.9	3.5*
Conference/convention registration fee	0.9	**	**	**	**
Overnight travel packages	1.2	**	**	**	**
Other purchases	13.2	16.5	16.5	9.6	22.6
Total Expenditures (000's)	\$3,186,740.9	\$845,519.7	\$831,963.9	\$397,320.4	\$448,199.3

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 39b: Zone 11: Edmonton - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Accommodation Used in Alberta	%	%	%	%	%
Friends/relatives	50.1	65.6	65.6	65.6	-
Hotels/motels	22.4	29.5	29.8	29.5	-
Campgrounds	17.5	2.0*	1.6*	2.0*	-
Other fixed roof	7.7	**	**	**	-
Other/not stated	2.3	2.0*	2.0*	2.0*	-
Total Visitor Nights²	30,494,400	5,009,700	4,757,600	5,009,700	-
Season Trip Ended	%	%	%	%	%
Spring (April 15 to June 14)	14.8	16.6	16.6	15.1	17.5
Summer (June 15 to September 8)	24.7	20.4	20.3	21.3	19.9
Fall (September 9 to October 31)	13.6	13.4	13.4	12.7	13.8
Winter (November 1 to April 14)	46.9	49.6	49.7	51.0	48.8
Total Household Trips	23,468,100	3,745,300	3,674,700	1,430,700	2,315,500
Mode(s) of Transportation Used on Trip³	%	%	%	%	%
Private vehicle	91.8	91.6	91.7	87.7	94.0
RV/motorhome	1.2	**	**	**	**
Other motor vehicle	4.3	4.3	4.3	4.0*	4.5*
Scheduled bus/coach	2.4	2.5*	2.4*	3.9*	**
Airplane	2.2	3.7	3.7	6.3	2.2*
Other	2.1	2.9	2.8*	5.3	**
Total Household Trips	23,468,100	3,745,300	3,674,700	1,430,700	2,314,500
Entire Travel Party Composition	%	%	%	%	%
Individual	37.6	39.1	39.4	43.7	36.2
Two adults	32.1	34.1	33.9	32.1	35.4
3 or more adults - no children	6.6	5.3	5.2	5.4	5.2*
Adult(s) with children	23.5	21.5	21.4	18.6	23.2
Total Party Trips	19,324,400	3,229,900	3,171,500	1,236,700	1,993,100
Activities Participated in While in Alberta	%	%	%	%	%
Visiting friends/relatives	60.7	69.0	68.4	85.0	57.6
Dining out in restaurants	45.4	66.3	66.0	76.3	59.1
Resting and relaxing	45.3	33.8	32.7	56.6	17.6*
Shopping	38.7	54.3	54.7	53.1	55.3
Taking pictures or filming	29.9	15.9	14.4*	18.9*	13.8*
Sightseeing in the countryside	28.0	9.1*	8.6*	9.4*	**
Personal errands (e.g. visit doctor)	22.4	29.6	30.0	25.8	32.3*
Viewing wildlife	22.4	8.3*	7.9*	9.0*	**
Visiting wilderness areas	15.6	5.6*	5.7*	**	**
Sightseeing in cities	14.7	15.8	15.3	21.7*	11.6*
Swimming	13.1	8.3*	7.4*	12.6*	**
Visiting nightclubs	9.0	13.0*	12.7*	24.5*	**
Visiting West Edmonton Mall	8.7	36.5	37.1	47.2	28.9
Attending family affairs (e.g. weddings)	8.5	12.9*	12.0*	18.7*	**
Attending sporting events	8.4	6.6*	6.5*	9.5*	**
Attending local festivals and fairs	7.4	7.5*	7.2*	**	**
Attending business or sales meeting	6.7	10.4*	10.4*	7.9*	12.1*
Attending trade show	4.1	7.9*	8.1*	**	11.5*
Visiting amusement or theme parks	3.6	7.8*	7.9*	**	**
Attending concerts/live theatre	3.4	8.9*	8.7*	15.1*	**
Attending conference/convention	3.1	6.7*	6.7*	8.9*	**
Total Visitor Trips⁴	41,090,100	6,335,700	6,163,600	2,634,500	3,701,200

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 39c: Zone 11: Edmonton - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
	%	%	%	%
Awareness of Events in Edmonton				
Edmonton Klondike Days	69.5	69.2	71.3	68.3
Edmonton Heritage Festival	53.3	53.1	45.6	58.3
Canadian Finals Rodeo	49.9	50.3	45.7	52.6
Citadel Theatre Performances	48.8	48.8	43.3	52.4
Fringe Theatre Event	44.1	43.9	33.6	50.8
Edmonton Folk Music Festival	41.6	41.5	29.3	49.6
Edmonton Street Performers Festival	38.6	38.5	27.0*	46.1
Edmonton Symphony Performances	37.7	37.9	36.4	38.5
International Jazz City Festival	32.8	32.4	24.8*	38.0
Alberta Ballet Performances	31.4	31.6	27.3*	34.1*
Edmonton Opera Performances	28.1	28.4	23.7*	30.9*
First Night Festival	24.3	24.6	15.6*	29.9*
The Works: A Visual Arts Celebration	23.6	23.7	15.7*	28.8*
Total Visitor Trips	6,609,400	6,480,100	2,596,600	4,012,800
Events Attended in Edmonton				
Edmonton Klondike Days	9.6*	9.8*	8.7*	**
Total Visitor Trips	6,609,400	6,480,100	2,596,600	4,012,800
Awareness of Attractions in Edmonton				
Edmonton Oilers game	69.9	69.4	73.9	67.4
University of Alberta	63.1	63.0	66.0	61.1
Edmonton Eskimos game	62.9	62.3	63.1	62.8
Edmonton Space and Science Centre	60.0	59.9	55.7	62.7
Valley Zoo	58.7	58.5	53.0	62.4
Fort Edmonton Park	57.1	57.5	48.2	62.8
Muttart Conservatory	52.9	53.1	43.0	59.3
Edmonton River Valley Parks	51.5	51.1	43.1	57.0
Devonian Botanic Garden	51.5	51.6	47.8	53.8
Provincial Museum of Alberta	49.0	49.3	37.8	56.2
Alberta Legislature Building/Pedway Display	47.1	46.4	50.5	45.0
Edmonton Art Gallery	41.8	41.5	38.9	43.6
Old Strathcona Historic Area	38.3	38.5	32.2	42.2
Ukrainian Cultural Heritage Village	36.5	36.8	34.6	37.7
Rutherford House	33.0	33.0	30.1	34.8*
John Janzen Nature Centre	29.7	29.7	20.6*	35.5*
Canada's Aviation Hall of Fame	25.8	25.7	19.8*	29.7*
Whitemud Amusement Park	25.7	26.0	25.9*	25.7*
AGT Vista 33 View Gallery and Museum	21.3	20.9	20.4*	21.9*
Total Visitor Trips	6,609,400	6,480,100	2,596,600	4,012,800
Attractions Attended in Edmonton				
University of Alberta	12.2*	12.2*	13.0*	11.8*
Edmonton Oilers game	10.9*	10.8*	14.7*	**
Edmonton Space and Science Centre	10.2*	10.1*	10.9*	**
Valley Zoo	9.7*	9.8*	12.5*	**
Provincial Museum of Alberta	9.2*	9.0*	9.7*	**
Old Strathcona Historic Area	8.1*	8.1*	**	**
Edmonton Eskimos game	8.0*	7.9*	9.3*	**
Muttart Conservatory	7.8*	7.6*	**	**
Fort Edmonton Park	7.5*	7.5*	**	**
Edmonton River Valley Parks	7.1*	6.9*	11.6*	**
Total Visitor Trips	6,609,400	6,480,100	2,596,600	4,012,800
Main Purpose of Trip to Edmonton				
Visiting friends/relatives	19.9	19.5	25.3*	16.5
Business/convention	7.4*	7.6*	8.8*	**
Personal business	7.7*	7.9*	**	**
Shopping	18.4	18.6	9.1*	24.4*
Other/not stated	46.6	46.4	51.0	43.5
Total Visitor Trips	6,609,400	6,480,100	2,596,600	4,012,800

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 40a: Zone 12: Banff National Park - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Banff Townsite	Visits to Lake Louise
Volume of Visitor Trips							
Total visitor trips	41,040,100	2,604,500	2,554,700	789,800	1,814,700	1,950,500	566,400
Total household trips	23,468,100	1,512,700	1,489,200	437,500	1,075,300	1,092,700	358,400
Total party trips	19,324,400	1,011,200	995,600	295,300	715,900	755,100	226,900
Average travel party size	2.1	2.6	2.6	2.7	2.6	2.6	2.6
Total visitor nights ²	30,494,400	1,596,500	1,503,400	1,596,500	-	1,270,600	249,000
Length of Stay (excluding day trips)							
Average number of nights away from home	3.2	3.5	3.4	3.4	4.1*	3.3	4.0
Average number of nights in Alberta	2.4	2.4	2.2	2.4	**	2.5	2.3
Average number of nights in Zone	-	2.0	2.0	2.0	-	2.1	2.1
Length of Trip							
Same day (40 - 80 km one way)	29.1	5.7*	5.8*	-	8.1*	4.3*	9.6*
Same day (more than 80 km one way)	38.3	57.7	58.8	-	82.8	58.5	48.8
Overnight	30.6	32.0	30.6	100.0	-	33.8	32.5
Total Visitor Trips	41,040,100	2,604,500	2,554,700	789,800	1,814,700	1,950,500	566,400
Origin of Visitors							
Chinook Country (Zone 1)	9.7	**	**	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**	**	**
David Thompson Country (Zone 4)	9.5	4.2*	4.3*	**	3.7*	4.8*	**
Battle River (Zone 5)	10.2	**	**	**	**	**	**
Lakeland (Zone 6)	6.9	**	**	**	**	**	**
Evergreen (Zone 7)	4.9	**	**	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	**	**	**	**	**	**
Jasper National Park (Zone 9)	•	**	**	**	**	**	**
Calgary & District (Zone 10)	21.6	74.8	76.1	50.4	85.5	74.5	75.1
Edmonton (Zone 11)	18.0	10.8	10.2	26.5	4.0*	11.6	9.5*
Banff National Park (Zone 12)	0.5	2.6*	2.7*	**	**	**	**
Game Country (Zone 13)	2.9	**	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.4	**	**	**	**	**	**
Total Visitor Trips	41,040,100	2,604,500	2,554,700	789,800	1,814,700	1,950,500	566,400
Main Purpose of Trip							
Visit friends/relatives	26.6	5.1*	5.2*	5.8*	4.8*	4.7*	**
Vacation/pleasure	37.5	88.1	88.1	85.5	89.3	86.9	89.3
Business/pleasure	3.4	**	**	**	**	**	**
Business/convention	6.5	2.3*	2.3*	**	**	**	**
Personal business	10.8	**	**	**	**	**	**
Shopping	14.1	**	**	**	**	**	**
Total Visitor Trips	41,040,100	2,604,500	2,554,700	789,800	1,814,700	1,950,500	566,400
Total Expenditures in the Zone							
Accommodation (excl. camping fees)	7.1	18.4	18.3	28.1	**	18.7	20.4*
Camping fees	0.5	0.6*	0.5*	0.9*	**	0.6*	-
Meals/refreshments	16.8	26.2	26.4	23.0	32.2	27.5	22.4*
Retail/souvenir purchases	15.0	8.5	8.4	8.1*	9.1*	9.6*	6.6*
Groceries/beverages for use on trip	4.7	4.4*	4.3*	4.1*	4.9*	4.3*	**
Regular household grocery shopping	10.8	**	**	**	**	**	**
Vehicle gas/oil, maintenance and repairs	17.6	16.5	16.4	10.5*	27.8	16.2	16.5*
Car rental/local transportation	1.0	2.1*	2.2*	2.3*	**	2.6*	**
Commercial transportation	5.5				**		**
Recreation/entertainment	5.7	12.9	13.0	9.4*	19.3	9.9*	17.0*
Conference/convention registration fee	0.9	0.7*	**	**	**	**	**
Overnight travel packages	1.2	7.1*	7.2*	10.9*	**	6.8*	**
Other purchases	13.2	1.6*	**	**	**	**	**
Total Expenditures (000's)	\$3,186,7409	\$205,595.6	\$201,069.0	\$134,590.4	\$71,005.3	\$146,452.5	\$47,266.1

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 40b: Zone 12: Banff National Park - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Banff Townsite	Visits to Lake Louise
Accommodation Used in Alberta	%	%	%	%	%	%	%
Friends/relatives	50.1	8.0*	8.5*	8.0*	-	9.7*	**
Hotels/motels	22.4	70.4	72.9	70.4	-	71.4	78.4*
Campgrounds	17.5	16.8	13.8	16.8*	-	14.5*	**
Other fixed roof	7.7	**	**	**	-	**	**
Other/not stated	2.3	**	**	**	-	**	**
Total Visitor Nights²	30,494,400	1,596,500	1,503,400	1,596,500	-	1,270,600	249,000
Season Trip Ended	%	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	14.7	14.6	13.1*	15.3	13.8	12.2*
Summer (June 15 to September 8)	24.7	25.0	24.4	27.5	23.9	26.7	19.8*
Fall (September 9 to October 31)	13.6	11.6	11.6	13.6*	10.8*	12.5	**
Winter (November 1 to April 14)	46.9	48.8	49.3	45.8	50.0	47.0	60.6
Total Household Trips	23,468,100	1,512,700	1,489,200	437,500	1,075,300	1,092,700	358,400
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%	%
Private vehicle	91.8	93.2	93.4	90.8	94.1	92.0	95.5
RV/motorhome	1.2	**	**	**	**	**	**
Other motor vehicle	4.3	2.8*	2.8*	**	3.6*	3.6*	**
Scheduled bus/coach	2.4	3.2*	3.2*	6.2*	**	3.9*	**
Airplane	2.2	**	**	**	**	**	**
Other	2.1	**	**	**	**	**	**
Total Household Trips	23,468,100	1,512,700	1,489,200	437,500	1,075,300	1,092,700	358,400
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.6	17.6	17.8	15.1*	18.6	17.6	19.2*
Two adults	32.1	41.3	41.2	43.8	40.3	41.3	41.0
3 or more adults - no children	6.6	17.1	17.1	15.2*	17.9	15.3	20.4*
Adult(s) with children	23.5	23.6	23.4	25.7	22.8	25.3	19.2*
Total Party Trips	19,324,400	1,011,200	995,600	295,300	715,900	755,100	226,900
Activities Participated in While in Alberta	%	%	%	%	%	%	%
Visiting friends/relatives	60.7	25.3*	25.0*	29.5*	**	25.5*	**
Dining out in restaurants	45.4	63.5	63.6	76.4*	55.0*	70.6	**
Resting and relaxing	45.3	58.8	58.4	78.7*	45.7*	57.6	**
Shopping	38.7	32.0*	31.8*	44.5*	23.7*	42.0*	**
Taking pictures or filming	29.9	59.9	58.9	67.1*	55.1*	62.0	**
Sightseeing in the countryside	28.0	51.2	50.6	60.4*	45.1*	58.5	**
Viewing wildlife	22.4	58.2	57.9	62.2*	55.5*	64.2	**
Hiking/climbing	16.5	41.9	41.2*	50.3*	36.3*	48.1*	**
Visiting wilderness areas	15.6	36.8*	36.2*	46.1*	30.7*	34.3*	**
Visiting mountainous areas	15.5	74.0	74.0	76.9*	72.1*	68.1	81.1*
Sightseeing in cities	14.7	35.0*	35.3*	41.1*	31.1*	46.0*	**
Swimming	13.1	29.3*	29.3*	46.1*	**	38.7*	**
Visiting National Parks	11.7	72.2	71.6	71.0*	72.9*	70.5	78.8*
Visiting Provincial Parks	9.1	19.7*	18.3*	35.4*	**	**	**
Visiting nightclubs	9.0	15.0*	15.0*	**	**	**	**
Visiting scenic landmarks	7.0	26.9*	26.1*	34.9*	**	27.2*	**
Visiting galleries/museums	6.6	20.4*	20.2*	**	**	28.5*	**
Visiting Kananaskis Country	5.5	15.1*	14.5*	**	**	16.1*	**
Visiting interpretive centres	4.7	14.2*	13.1*	**	**	18.1*	**
Downhill skiing	4.4	29.8*	30.6*	25.1*	32.8*	20.2*	**
Total Visitor Trips⁴	41,090,100	2,542,400	2,474,500	1,011,700	1,530,600	1,767,900	601,200

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 40c: Zone 12: Banff National Park - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Banff Townsite	Visits to Lake Louise
Awareness of Events in Banff National Park	%	%	%	%	%	%
Banff Festival of the Arts	53.3	53.3	53.4*	53.2*	45.7*	67.5*
Banff Winter Festival	47.5*	47.8*	47.9*	47.2*	40.4*	74.0*
Jasper - Banff Relay Race	47.2*	46.9	53.7*	43.0*	45.5*	**
Banff Festival of Mountain Films	38.8*	38.4*	**	46.1*	27.7*	69.9*
Banff - Calgary Road Relay	35.3*	35.0*	32.2*	37.2*	31.6*	**
Banff Television Festival	28.7*	28.6*	**	29.4*	24.1*	**
Melissa's Mini Marathon	22.2*	22.2*	**	**	21.3*	**
Winterstart	14.9*	15.1*	**	**	**	**
Total Visitor Trips	2,551,100	2,519,000	990,900	1,560,200	1,788,200	634,100

Activities Participated in While in

Banff National Park	%	%	%	%	%	%
Hiking	47.3	47.1	56.2*	41.6*	51.2*	**
Shopping	41.6*	41.2*	56.6*	32.1*	55.8*	**
Visiting Lake Louise	35.1*	35.0*	36.9*	34.0*	30.8*	**
Visiting Cave and Basin	33.6*	33.6*	39.0*	30.1*	40.7*	**
Visiting Banff Springs Hotel	31.7*	31.6*	42.8*	24.7*	40.0*	**
Downhill skiing	27.9*	28.3*	**	29.9*	17.8*	**
Visiting Upper Hot Springs	25.9*	26.1*	33.1*	**	31.4*	**
Wildlife/bird watching	23.8*	23.3*	27.6*	**	19.3*	**
Visiting Moraine Lake	21.2*	21.3*	**	25.8*	18.2*	**
Visiting Sulphur Mountain Gondola	19.8*	20.0*	**	**	24.4*	**
Visiting a museum/art gallery	17.9*	17.8*	**	**	25.1*	**
Camping	14.1*	**	**	**	**	**
Total Visitor Trips	2,551,100	2,519,000	990,900	1,560,200	1,788,200	634,100

Main Purpose of Trip to Banff National Park	%	%	%	%	%	%
Vacation/pleasure	76.0	75.6	73.9*	77.3*	72.7	81.2*
Other/not stated	24.0*	24.4*	26.1*	**	27.3*	**
Total Visitor Trips	2,551,100	2,519,000	990,900	1,560,200	1,788,200	634,100

Sources of Information Used in Planning Trip	%	%	%	%	%	%
Visited this region before	58.8	58.9	62.1*	56.7*	60.7	**
Advice from friends and relatives	31.0*	31.2*	31.2*	30.8*	24.4*	**
Brochures/pamphlets	24.0*	24.0*	32.2*	**	26.5*	**
None	21.2*	20.8*	**	**	21.7*	**
Total Visitor Trips	2,551,100	2,519,000	990,900	1,560,200	1,788,200	634,100

¹ Estimates of zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 41a: Zone 13: Game Country - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Grande Prairie
Volume of Visitor Trips						
Total visitor trips	41,040,100	1,478,300	1,438,400	476,300	1,002,000	837,200
Total household trips	23,468,100	822,500	798,100	287,000	535,500	446,700
Total party trips	19,324,400	690,200	672,700	240,600	449,600	390,000
Average travel party size	2.1	2.2	2.2	2.0	2.3	2.1
Total visitor nights ²	30,494,400	1,178,400	1,108,200	1,178,400	-	552,100
Length of Stay (excluding day trips)						
Average number of nights away from home	3.2	3.5	3.1	3.5	**	3.4
Average number of nights in Alberta	2.4	3.0	2.6	3.0	**	2.8
Average number of nights in Zone	-	2.5	2.5	2.5	-	2.4
Length of Trip						
	%	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	26.5	27.2	-	39.1	26.4
Same day (more than 80 km one way)	38.3	39.9	41.0	-	58.9	44.5
Overnight	30.6	32.4	30.5	100.0	-	28.5
Total Visitor Trips	41,040,100	1,478,300	1,438,400	476,300	1,002,000	837,200
Origin of Visitors						
	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**	**
David Thompson Country (Zone 4)	9.5	**	**	**	**	**
Battle River (Zone 5)	10.2	**	**	**	**	**
Lakeland (Zone 6)	6.9	**	**	**	**	**
Evergreen (Zone 7)	4.9	3.7*	3.7*	**	4.0*	**
Land of the Mighty Peace (Zone 8)	2.5	21.4	21.7	17.2*	23.4	33.2
Jasper National Park (Zone 9)	•	**	**	**	**	**
Calgary & District (Zone 10)	21.6	3.4*	3.4*	8.8*	**	**
Edmonton (Zone 11)	18.0	10.5	9.9	23.5	4.4*	6.1*
Banff National Park (Zone 12)	0.5	**	**	**	**	**
Game Country (Zone 13)	2.9	47.1	48.2	23.0	58.6	45.4
Land of the Midnight Twilight (Zone 14)	7.4	8.6	8.6	10.4*	7.7*	7.0*
Total Visitor Trips	41,040,100	1,478,300	1,438,400	476,300	1,002,000	837,200
Main Purpose of Trip						
	%	%	%	%	%	%
Visit friends/relatives	26.6	25.1	25.2	33.8	20.9	15.8
Vacation/pleasure	37.5	25.2	24.0	37.9	19.2	17.5
Business/pleasure	3.4	7.5*	7.7*	**	9.9*	8.9*
Business/convention	6.5	7.9*	8.1*	10.8*	6.5*	9.7*
Personal business	10.8	17.3	17.6	11.2*	20.2	21.7
Shopping	14.1	16.1	16.5	**	22.9	25.0
Total Visitor Trips	41,040,100	1,478,300	1,438,400	476,300	1,002,000	837,200
Total Expenditures in the Zone						
	%	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	8.0*	7.7*	17.2*	**	9.2*
Camping fees	0.5	**	**	**	**	**
Meals/refreshments	16.8	15.3	15.2	19.8*	11.4*	14.2*
Retail/souvenir purchases	15.0	16.2	16.5	11.2*	20.5	20.3
Groceries/beverages for use on trip	4.7	4.4*	4.2*	**	**	**
Regular household grocery shopping	10.8	11.5	11.8	**	20.5	13.1*
Vehicle gas/oil, maintenance and repairs	17.6	24.6	24.5	20.4	28.2	17.7
Car rental/local transportation	1.0	**	**	**	**	**
Commercial transportation	5.5	5.7*	5.8*	10.3*	**	7.4*
Recreation/entertainment	5.7	3.3*	3.3*	**	**	**
Conference/convention registration fee	0.9	**	**	**	**	**
Overnight travel packages	1.2	**	**	**	**	**
Other purchases	13.2	8.6	8.7	**	11.0*	9.9*
Total Expenditures (000's)	\$3,186,740.9	\$113,802.3	\$110,682.5	\$52,814.2	\$60,988.1	\$81,782.1

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 41b: Zone 13: Game Country - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Grande Prairie
Accommodation Used in Alberta	%	%	%	%	%	%
Friends/relatives	50.1	49.1	49.8	49.1	-	50.2
Hotels/motels	22.4	26.4	26.0	26.4	-	44.1
Campgrounds	17.5	20.7*	20.2*	20.7*	-	**
Other fixed roof	7.7	**	**	**	-	**
Other/not stated	2.3	**	**	**	-	**
Total Visitor Nights²	30,494,400	1,178,400	1,108,200	1,178,400	-	552,100
Season Trip Ended	%	%	%	%	%	%
Spring (April 15 to June 14)	14.8	11.5	11.8	8.9*	13.0	12.4*
Summer (June 15 to September 8)	24.7	24.8	24.4	29.7	22.2	24.3
Fall (September 9 to October 31)	13.6	13.4	13.3	10.8*	14.8	12.7*
Winter (November 1 to April 14)	46.9	50.3	50.5	50.7	50.0	50.6
Total Household Trips	23,468,100	822,500	798,100	287,000	535,500	446,700
Mode(s) of Transportation Used on Trip³	%	%	%	%	%	%
Private vehicle	91.8	91.9	92.5	84.8	95.7	93.1
RV/motorhome	1.2	**	**	**	**	**
Other motor vehicle	4.3	5.4*	5.4*	**	5.3*	6.0*
Scheduled bus/coach	2.4	2.6*	**	**	**	**
Airplane	2.2	3.3*	3.4*	8.9*	**	5.2*
Other	2.1	**	**	**	**	**
Total Household Trips	23,468,100	822,500	798,100	287,000	535,500	446,700
Entire Travel Party Composition	%	%	%	%	%	%
Individual	37.6	36.6	37.4	46.3	31.5	36.7
Two adults	32.1	31.3	30.3	29.5	32.2	33.7
3 or more adults - no children	6.6	6.0*	6.1*	**	6.9*	5.4*
Adult(s) with children	23.5	25.9	26.1	19.6*	29.2	24.1
Total Party Trips	19,324,400	690,200	672,200	240,600	449,600	390,000
Activities Participated in While in Alberta	%	%	%	%	%	%
Visiting friends/relatives	60.7	56.5	55.6	73.8*	48.2*	51.5*
Dining out in restaurants	45.4	44.1*	43.7*	58.4*	37.3*	58.5*
Resting and relaxing	45.3	31.2*	30.5*	50.8*	**	**
Shopping	38.7	43.3*	43.1*	47.2*	41.4*	69.5*
Taking pictures or filming	29.9	34.6*	32.9*	48.2*	28.1*	**
Sightseeing in the countryside	28.0	32.0*	30.1*	53.3*	**	**
Viewing wildlife	22.4	27.5*	26.9*	39.7*	**	**
Personal errands (e.g. visit doctor)	22.4	24.8*	24.3*	**	32.0*	39.9*
Visiting wilderness areas	15.6	18.9*	18.3*	**	**	**
Sightseeing in cities	14.7	18.8*	17.8*	37.1*	**	**
Attending family affairs (e.g. weddings)	8.5	18.6*	16.8*	**	**	**
Attending local festivals and fairs	7.4	15.8*	**	**	**	**
Total Visitor Trips⁴	41,090,100	1,421,000	1,377,700	460,900	960,000	654,000

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 41c: Zone 13: Game Country - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits	Visits to Grande Prairie
Awareness of Events in Game Country	%	%	%	%	%
Grande Prairie Stampede	65.6	66.5	**	75.5*	80.5*
Grande Prairie & District Agricultural Fair	61.7	62.6	**	75.9*	80.9*
Beaverlodge Heritage Days	42.4*	43.2*	48.7*	39.7*	44.8*
South Peace Centennial Museum Pioneer Day	39.0*	39.7*	**	45.5*	32.7*
Grande Prairie Highland Games	38.7*	39.3*	**	49.3*	35.0*
Valleyview Fair and Rodeo	37.7*	37.1*	**	36.4*	41.5*
Grande Prairie Dinosaur Festival	34.6*	35.1*	**	43.6*	45.7*
Grande Prairie Winterlude	33.1*	33.7*	**	41.5*	32.1*
Whitecourt Trade Fair	24.3*	24.8*	**	**	**
Total Visitor Trips	1,525,700	1,493,300	465,100	1,060,600	697,200
Events Attended in Game Country	%	%	%	%	%
Grande Prairie & District Agricultural Fair	27.8*	28.4*	**	38.0*	**
Total Visitor Trips	1,525,700	1,493,300	465,100	1,060,600	697,200
Activities Participated in While in Game Country	%	%	%	%	%
Visiting Muskoseepi Park	21.0*	21.4*	**	**	**
Attending farmers markets	20.5*	21.0*	**	**	**
Fishing	18.9*	19.2*	**	**	**
Total Visitor Trips	1,525,700	1,493,300	465,100	1,060,600	697,200
Main Purpose of Trip to Game Country	%	%	%	%	%
Visiting friends/relatives	18.0*	18.0*	**	**	**
Shopping	17.1*	**	**	**	37.0*
Other/not stated	64.9	64.6	53.0*	70.1*	56.0*
Total Visitor Trips	1,525,700	1,493,300	465,100	1,060,600	697,200
Sources of Information Used in Planning Trip	%	%	%	%	%
Visited this region before	39.0*	39.8*	51.3*	33.7*	42.4*
Advice from friends and relatives	30.5*	31.0*	57.1*	**	**
None	35.5*	34.6*	**	39.2*	35.1*
Total Visitor Trips	1,525,700	1,493,300	465,100	1,060,600	697,200

¹ Estimates of zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 42a: Zone 14: Land of the Midnight Twilight - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Volume of Visitor Trips					
Total visitor trips	41,040,100	2,504,300	2,441,700	753,200	1,751,000
Total household trips	23,468,100	1,476,600	1,447,600	409,300	1,067,300
Total party trips	19,324,400	1,197,700	1,172,400	331,700	866,000
Average travel party size	2.1	2.1	2.1	2.3	2.0
Total visitor nights ²	30,494,400	1,926,300	1,789,700	1,926,300	-
Length of Stay (excluding day trips)					
Average number of nights away from home	3.2	3.2	2.9	3.2	**
Average number of nights in Alberta	2.4	2.8	2.6	2.9	**
Average number of nights in Zone	-	2.6	2.6	2.6	-
Length of Trip					
	%	%	%	%	%
Same day (40 - 80 km one way)	29.1	37.4	38.4	-	53.5
Same day (more than 80 km one way)	38.3	31.6	32.4	-	45.2
Overnight	30.6	30.6	28.8	100.0	-
Total Visitor Trips	41,040,100	2,504,300	2,441,700	753,200	1,751,000
Origin of Visitors					
	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	**
Gateway (Zone 2)	3.0	**	**	**	**
Big Country (Zone 3)	2.7	**	**	**	**
David Thompson Country (Zone 4)	9.5	**	**	**	**
Battle River (Zone 5)	10.2	5.2*	5.3*	**	5.3*
Lakeland (Zone 6)	6.9	5.2*	4.6*	10.7*	**
Evergreen (Zone 7)	4.9	5.2*	5.4*	**	6.2*
Land of the Mighty Peace (Zone 8)	2.5	3.1*	2.8*	**	**
Jasper National Park (Zone 9)	•	**	**	**	**
Calgary & District (Zone 10)	21.6	**	**	6.7*	**
Edmonton (Zone 11)	18.0	35.2	36.0	43.3	31.7
Banff National Park (Zone 12)	0.5	**	**	**	**
Game Country (Zone 13)	2.9	2.8*	2.7*	**	**
Land of the Midnight Twilight (Zone 14)	7.4	39.2	39.9	17.2*	48.6
Total Visitor Trips	41,040,100	2,504,300	2,441,700	753,200	1,751,000
Main Purpose of Trip					
	%	%	%	%	%
Visit friends/relatives	26.6	39.2	38.9	44.0	37.1
Vacation/pleasure	37.5	30.5	30.4	46.4	23.6
Business/pleasure	3.4	**	**	**	**
Business/convention	6.5	6.2*	6.2*	**	7.2*
Personal business	10.8	9.8	9.8	**	12.2*
Shopping	14.1	9.8	10.0	**	13.9*
Total Visitor Trips	41,040,100	2,504,300	2,441,700	753,200	1,751,000
Total Expenditures in the Zone					
	%	%	%	%	%
Accommodation (excl. camping fees)	7.1	5.4*	5.0*	11.0*	**
Camping fees	0.5	1.3*	1.2*	2.7*	**
Meals/refreshments	16.8	15.1	15.1	15.1*	15.1
Retail/souvenir purchases	15.0	11.0	10.7	12.0*	10.0*
Groceries/beverages for use on trip	4.7	9.5	9.5	15.8*	3.3*
Regular household grocery shopping	10.8	13.8	14.3	3.0*	24.2
Vehicle gas/oil, maintenance and repairs	17.6	25.5	25.5	23.3	27.5
Car rental/local transportation	1.0	**	**	**	**
Commercial transportation	5.5	**	**	**	**
Recreation/entertainment	5.7	5.7*	5.6*	9.4*	**
Conference/convention registration fee	0.9	**	**	**	*
Overnight travel packages	1.2	**	**	**	*
Other purchases	13.2	10.9	11.3	**	17.3*
Total Expenditures (000's)	\$3,186,740.9	\$121,481.5	\$116,410.5	\$59,716.3	\$61,765.2

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 42b: Zone 14: Land of the Midnight Twilight - Summary Profile - Total Visitor Trips¹

	All Visits to Alberta	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Accommodation Used in Alberta	%	%	%	%	%
Friends/relatives	50.1	44.6	43.9	44.6	-
Hotels/motels	22.4	11.1*	10.7*	11.1*	-
Campgrounds	17.5	25.3	25.0	25.3	-
Other fixed roof	7.7	17.9	19.2	17.9	-
Other/not stated	2.3	**	**	**	-
Total Visitor Nights²	30,494,400	1,926,300	1,789,700	1,926,300	-
Season Trip Ended	%	%	%	%	%
Spring (April 15 to June 14)	14.8	18.0	18.1	14.6*	19.3
Summer (June 15 to September 8)	24.7	25.6	25.2	37.9	20.9
Fall (September 9 to October 31)	13.6	14.8	15.0	11.8*	16.0
Winter (November 1 to April 14)	46.9	41.6	41.7	35.8	43.8
Total Household Trips	23,468,100	1,476,600	1,447,600	409,300	1,067,300
Mode(s) of Transportation Used on Trip³	%	%	%	%	%
Private vehicle	91.8	93.5	93.6	91.6	94.3
RV/motorhome	1.2	**	**	**	**
Other motor vehicle	4.3	4.1*	4.1*	**	**
Scheduled bus/coach	2.4	**	**	**	**
Airplane	2.2	**	**	**	**
Other	2.1	**	**	**	**
Total Household Trips	23,468,100	1,476,600	1,447,600	409,300	1,067,300
Entire Travel Party Composition	%	%	%	%	%
Individual	37.6	37.9	38.3	31.8	40.2
Two adults	32.1	33.5	33.3	32.1	34.1
3 or more adults - no children	6.6	5.8*	5.8*	**	5.8*
Adult(s) with children	23.5	22.8	22.5	30.3	19.9
Total Party Trips	19,324,400	1,197,700	1,172,400	331,700	866,000
Activities Participated in While in Alberta	%	%	%	%	%
Visiting friends/relatives	60.7	69.0	67.4	74.7*	65.1*
Resting and relaxing	45.3	50.9	48.4	80.2*	31.0*
Dining out in restaurants	45.4	31.4*	29.7*	29.1*	32.9*
Sightseeing in the countryside	28.0	25.9*	23.8*	29.7*	**
Taking pictures or filming	29.9	25.1*	22.5*	35.4*	**
Viewing wildlife	22.4	24.9*	23.9*	36.7*	**
Sunbathing/beach activities	8.7	20.7*	19.6*	35.1*	**
Personal errands (e.g. visit doctor)	22.4	20.0*	19.6*	28.8*	**
Shopping	38.7	15.6*	14.6*	**	**
Swimming	13.1	14.9*	15.0*	25.4*	**
Hiking/climbing	16.5	14.4*	**	24.4*	**
Fishing	9.4	13.9*	**	**	**
Visiting wilderness areas	15.6	13.5*	**	**	**
Total Visitor Trips⁴	41,090,100	2,326,900	2,200,000	941,300	1,385,500

¹ Visitors are individuals who indicated a specific location as their main destination in Alberta or who stayed at least one night in the province/zone/community.

² A visitor night is one person spending one night in the province/zone/community.

³ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

⁴ Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 42c: Zone 14: Land of the Midnight Twilight - Zone Attractions and Events - Total Visitor Trips¹

	Visits to the Zone	Main Destination of Trip	Overnight in the Zone	Same Day Visits
Awareness of Events in Land of the Midnight Twilight	%	%	%	%
Rainmaker Rodeo in St. Albert	73.0	74.3	65.7	77.2
Open Farmers Market - St. Albert	44.1*	45.0*	32.5*	50.9*
Golden Walleye Classic in High Prairie	30.8*	29.3*	37.2*	**
Pow Wow Days at Poundmaker Lodge	34.9*	34.6*	30.9*	37.1*
Annual Teddy Bear Picnic - Alberta Wildlife Park	29.6*	30.6*	**	34.3*
North Country Fair-Kinuso	15.0*	**	**	**
Alberta Open Sandcastle Championship	14.9*	**	**	**
Total Visitor Trips	2,499,100	2,411,900	916,900	1,582,100
Activities Participated in While in Land of the Midnight Twilight	%	%	%	%
Camping	21.2*	20.9*	30.4*	**
Fishing	16.0*	16.4*	**	**
Total Visitor Trips	2,499,100	2,411,900	916,900	1,582,100
Main Purpose of Trip to Land of the Midnight Twilight	%	%	%	%
Visiting friends/relatives	30.5*	29.0*	43.1*	**
Vacation/pleasure	31.5*	32.4*	28.5*	33.2*
Other/not stated	38.0*	38.6*	28.4*	43.6*
Total Visitor Trips	2,499,100	2,411,900	916,900	1,582,100
Sources of Information Used in Planning Trip	%	%	%	%
Visited this region before	38.5*	38.4*	51.7*	30.9*
Advice from friends and relatives	22.9*	22.1*	**	**
None	40.3*	40.2*	31.4*	45.4*
Total Visitor Trips	2,499,100	2,411,900	916,900	1,582,100

¹ Estimates for zone specific attractions and events were collected from the zone specific questionnaire, not the telephone survey. The zone specific questionnaire was weighted separately, resulting in visitor estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple responses.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Section H

Vacation Type Taken in Alberta

Vacation types defined

In this section, the survey results were analyzed by vacation type. Trips were classified into four different vacation types based on the length of the trip in Alberta and visitation patterns.

- The "Getaway" vacation included overnight visitor trips which consisted of three or fewer nights in Alberta.
- A "Touring" vacation was defined as a trip which consists of four or more nights in Alberta, with nights spent in more than two different locations in Alberta.
- A "Destination" vacation was a trip of four or more nights in Alberta, with nights spent in two or fewer different Alberta locations.
- A "Same Day" vacation included trips with no nights spent in Alberta.

Same day vacations

A total of 28.5 million visitor trips were considered same day trips. Although most of these trips had a main purpose of visiting friends and relatives (23%) or vacation/pleasure (34%), a greater proportion of same day trips had shopping (19%) or personal business (12%) as a main purpose, compared to all trips.

The median per person per trip expenditure for same day vacations was \$30.00, which was the lowest median of the various vacation types. Due to the high volume of same day visitor trips, however, total expenditures from same day vacations (\$1,655,405,500) comprised more than half of all expenditures (\$3,186,740,900) spent in Alberta.

For same day vacations, non-commercial forms of transportation such as private vehicle (94%) and other motor vehicles (4%), were used almost exclusively.

In terms of activities participated in while on the trip, those on a same day vacation were more likely than others to conduct personal errands (26%), attend a sporting event (9%) or attend a business meeting (8%).

Getaway vacations

The getaway vacation type was the second most common vacation type with over 10 million visitor trips. Vacation/pleasure (35%) and visiting friends and relatives (45%) were the main trip purposes for this vacation type.

The median per person per trip expenditure by those on a getaway vacation was \$74.50. Total expenditures were just under \$1.2 billion.

Resting and relaxing was one of the most common activities undertaken on a getaway vacation (70%). In general, recreational types of activities were more likely to be participated in on a getaway vacation than for all trips. For example, 16% of those on a getaway vacation visited nightclubs compared to 9% on all visitor trips. Hiking/climbing, viewing wildlife, visiting mountainous areas, were also more likely to have been participated in by visitors on a getaway vacation.

Destination vacations

Just over 1.5 million visitor trips were defined as destination vacations. Despite the relatively low number of destination trips, this group accounted for almost a third of total visitor nights (just over 10 million out of a total of 30 million visitor nights).

Visiting friends and relatives (33%) and vacation/pleasure (44%) were the two most common main purposes for a destination vacation.

The median per person per trip expenditure was quite high (\$126.00), largely due to the longer average length of trip (7.2 nights away from home). The median per person per day expenditure, however, was only \$24.00 which was lower than for all visitor trips (\$31.67 per person per day). In total, \$306 million was expended by visitors taking this type of trip.

Thirty-eight per cent of destination vacation trips were taken during the summer months compared to 25% of all visitor trips.

More than three quarters (78%) of destination vacation trips used some type of private vehicle as a mode of transportation. People on destination vacations were the most likely to use scheduled bus/coach (10% versus 2% of total trips).

Individuals travelling alone comprised 43% of all destination vacation travel parties compared to all travel parties where 38% were comprised of individuals.

As with the getaway vacation, resting and relaxing and other recreational activities were very popular on destination vacation trips.

Touring vacations

Relatively few visitor trips were classified in this vacation type, with only 147,800 visitor trips representing a total of 1.1 million visitor nights. The average number of nights away from home was 10.4 nights with 7.5 of these nights spent in Alberta.

Sixty-one per cent of people on touring vacations stated that vacation/pleasure was the main purpose of their trip.

Camping was a common form of accommodation for touring vacations, accounting for 39% of the nights. Eighteen per cent of the nights for all visitor trips were spent camping. Summer was by far the favoured season for a touring vacation with 68% of visitor trips taking place in that season. Not surprisingly, RVs and motorhomes were also popular, used by almost one in four trips on a touring vacation.

Exhibit 43: Vacation Type - Visitor Origin - Total Visitor Trips

Visitor Origin	Total Visitor				
	Trips	Getaway	Touring	Destination	Same Day
	%	%	%	%	%
Chinook Country (Zone 1)	9.7	6.0	**	7.2*	11.3
Lethbridge	1.9	2.1	**	4.8*	1.7
Gateway (Zone 2)	3.0	2.6	**	**	3.2
Medicine Hat	0.7	1.0*	**	**	0.6*
Big Country (Zone 3)	2.7	1.9	**	**	3.1
David Thompson Country (Zone 4)	9.5	8.7	**	7.5*	9.9
Red Deer	1.7	2.6	**	2.5*	1.4
Battle River (Zone 5)	10.2	7.4	**	7.3*	11.4
Lakeland (Zone 6)	6.9	7.1	**	9.0	6.8
Evergreen (Zone 7)	4.9	4.2	**	4.5*	5.1
Land of the Mighty Peace (Zone 8)	2.5	2.1	**	3.3*	2.6
Jasper National Park (Zone 9)	•	**	**	**	**
Calgary & District (Zone 10)	21.6	24.6	**	20.6	20.5
City of Calgary	19.7	23.1	**	19.5	18.5
Edmonton (Zone 11)	18.0	25.3	**	25.3	14.9
Banff National Park (Zone 12)	0.5	**	**	**	0.6*
Game Country (Zone 13)	2.9	3.0	**	4.7*	2.8
Grande Prairie	1.1	1.7	**	2.5*	0.8
Land of the Midnight Twilight (Zone 14)	7.4	6.6	**	6.1*	7.7
Total Visitor Trips (Zones only)	41,040,100	10,859,800	147,800	1,563,600	28,469,000

** Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 44: Vacation Type - Season Trip Ended - Total Visitor Trips

Vacation Type	Total	Spring	Summer	Fall	Winter
		(Apr. 15 - June 14)	(June 15 - Sept. 8)	(Sept. 9 - Oct. 31)	(Nov. 1 - Apr. 14)
	%	%	%	%	%
Getaway	26.5	27.3	30.9	25.0	24.1
Touring	•	**	1.0*	**	**
Destination	3.8	2.8	6.2	2.7	3.1
Same Day	69.4	69.8	61.9	72.0	72.8
Total Visitor Trips	41,040,100	5,891,600	10,870,800	5,345,900	18,931,800

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 45a: Vacation Type - Summary Profile - Total Visitor Trips

	Total Alberta Visitors	Getaway	Touring	Destination	Same Day
Volume of Visitor Trips					
Total visitor trips	41,040,100	10,859,800	147,800	1,563,600	28,469,000
Total household trips	23,468,100	6,214,700	60,000	885,300	16,308,100
Total party trips	19,324,400	5,040,900	50,500	737,400	13,495,700
Average travel party size	2.1	2.2	2.9	2.2	2.1
Total visitor nights ¹	30,494,400	19,292,600	1,106,400	10,095,400	-
Length of Stay (excluding day trips)					
Average number of nights away from home	3.2	2.3	10.4	7.2	-
Average number of nights in Alberta	2.4	1.8	7.5	6.5	-
Main Purpose of Trip					
	%	%	%	%	%
Visit friends/relatives	26.6	34.9	25.9*	32.8	23.1
Vacation/pleasure	37.5	45.0	61.1*	44.2	34.2
Business/pleasure	3.4	2.6	**	3.3*	3.7
Business/convention	6.5	5.8	**	7.7	6.7
Personal business	10.8	8.3	**	9.6	11.9
Shopping	14.1	2.7	**	**	19.3
Other/not stated	1.0	0.8*	**	**	1.1
Total Visitor Trips	41,040,100	10,859,800	147,800	1,563,600	28,469,000
Tourism Zone(s) Visited²					
	%	%	%	%	%
Chinook Country (Zone 1)	9.5	8.0	**	9.0	10.1
Gateway (Zone 2)	2.9	2.8	**	2.8*	2.8
Big Country (Zone 3)	3.2	2.9	**	**	3.4
David Thompson Country (Zone 4)	11.3	13.0	29.6*	11.8	10.6
Battle River (Zone 5)	10.0	8.0	26.8*	7.0	10.8
Lakeland (Zone 6)	7.0	6.0	**	8.8	7.2
Evergreen (Zone 7)	4.8	5.2	20.0*	5.5*	4.6
Land of the Mighty Peace (Zone 8)	2.1	1.4	**	**	2.3
Jasper National Park (Zone 9)	1.6	3.2	23.4*	5.8*	0.6*
Calgary & District (Zone 10)	18.0	18.5	36.2*	22.2	17.4
Edmonton (Zone 11)	16.0	19.8	25.2*	17.6	14.4
Banff National Park (Zone 12)	6.3	6.5	21.3*	5.8*	6.2
Game Country (Zone 13)	3.6	3.6	**	4.4*	3.5
Land of the Midnight Twilight (Zone 14)	6.1	5.8	22.2*	6.7*	6.1
Total Visitor Trips	41,040,100	10,859,800	147,800	1,563,600	28,469,000
Expenditures In Alberta					
Median ³ per person per trip	\$40.00	\$74.50	\$200.00	\$126.00	\$30.00
Median ³ per person per day	\$31.67	\$47.50	\$31.67	\$24.00	\$30.00
Total Expenditures In Alberta (000's)	\$3,186,740.9	\$1,189,808.0	\$35,546.6	\$305,980.7	\$1,655,405.5
Expenditures Outside Alberta					
Median ³ per person per trip	\$235.00	\$256.50	\$225.00*	\$166.67*	\$200.00
Median ³ per person per day	\$47.62	\$50.00	\$20.83*	\$33.33*	\$43.75
Total Expenditures Outside Alberta (000's)	\$555,725.4	\$257,776.5	\$7,525.8*	\$28,539.8*	\$261,883.4
Accommodation Used in Alberta					
	%	%	%	%	%
Friends/relatives	50.1	49.7	45.4*	51.3	-
Hotels/motels	22.4	25.8	**	17.0	-
Camping	17.5	15.7	38.6*	18.7	-
Other fixed roof	7.7	8.0	**	7.8	-
Other/not stated	2.3	0.6*	**	4.5*	-
Total Visitor Nights¹	30,494,400	19,292,600	1,106,400	10,095,400	-

¹ A visitor night is one person spending one night in the province.

² A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 45b: Vacation Type - Summary Profile - Total Visitor Trips					
	Total	Getaway	Touring	Destination	Same Day
Season Trip Ended	%	%	%	%	%
Spring (April 15 to June 14)	14.8	14.7	**	11.4	15.1
Summer (June 15 to September 8)	24.7	27.8	67.5*	38.0	22.6
Fall (September 9 to October 31)	13.6	12.9	} 26.9*	10.3*	14.1
Winter (November 1 to April 14)	46.9	44.6		40.4	48.2
Total Household Trips	23,468,100	6,214,700	60,000	885,300	16,308,100
Mode(s) of Transportation Used on Trip¹	%	%	%	%	%
Private vehicle	91.8	87.9	70.2	78.4	94.0
RV/motorhome	1.2	3.0	24.6*	5.6*	•
Other motor vehicle	4.3	4.4	**	8.8	4.0
Scheduled bus/coach	2.4	3.5	**	9.9	1.6
Airplane	2.2	3.5	**	3.0*	1.6
Other	2.1	3.9	**	3.8*	1.3
Total Household Trips	23,468,100	6,214,700	60,000	885,300	16,308,100
Entire Travel Party Composition	%	%	%	%	%
Individual	37.6	36.8	**	42.7	37.8
Two adults	32.1	33.0	43.5*	26.7	32.1
3 or more adults - no children	6.6	8.0	**	5.8*	6.1
Adult(s) with children	23.5	22.1	38.1*	24.6	23.8
Total Party Trips	19,324,400	5,040,900	50,500	737,400	13,495,700
Activities Participated in While in Alberta	%	%	%	%	%
Visiting friends/relatives	60.7	71.5	86.6*	70.3	55.1
Dining out in restaurants	45.4	50.6	63.5*	54.9	42.2
Resting and relaxing	45.3	69.7	79.0*	75.4	32.1
Shopping	38.7	36.1	**	44.2	39.4
Taking pictures or filming	29.9	36.3	82.2*	57.2	24.6
Sightseeing in the countryside	28.0	30.4	73.9*	53.9	24.6
Viewing wildlife	22.4	29.3	56.4*	48.5	17.2
Personal errands (e.g. visit doctor)	22.4	16.4	**	14.0*	25.5
Hiking/climbing	16.5	20.8	51.6*	32.7	13.1
Visiting wilderness areas	15.6	18.4	50.0*	37.0	12.4
Visiting mountainous areas	15.5	20.2	**	30.1	12.2
Sightseeing in cities	14.7	17.5	**	26.8*	12.4
Visiting National Parks	11.7	14.4	**	20.9*	9.7
Birdwatching	10.1	13.8	**	25.1*	7.3
Visiting Provincial Parks	9.1	11.0	**	14.9*	7.6
Visiting nightclubs	9.0	16.0	**	21.1*	5.0
Sunbathing/beach activities	8.7	13.9	45.6*	23.9*	4.9
Visiting West Edmonton Mall	8.7	12.6	**	13.7*	6.6
Attending family affairs (e.g. weddings)	8.5	11.0	**	11.8*	6.8
Attending sporting events	8.4	6.8	**	**	9.1
Attending local festivals/fairs	7.4	7.1	**	14.2*	6.8
Visiting scenic landmarks	7.0	8.5	**	14.4*	5.7
Attending business meeting	6.7	5.3*	**	**	7.7
Visiting galleries/museums	6.6	5.8*	**	15.5*	6.1
Visiting historical sites	6.0	5.8*	**	10.7*	5.6
Visiting vacation home	5.2	9.7	**	15.5*	2.5*
Visiting interpretive centres	4.7	5.6*	**	11.1*	3.6*
Attending conference/convention	3.1	4.1*	**	**	2.7*
Attending Calgary Stampede	2.9	**	**	**	3.6*
Total Visitor Trips²	41,090,100	11,819,200	279,900	1,927,100	27,063,900

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Section I

Use of Alberta's Vacation Products

This section presents the survey results for three major Alberta vacation products: downhill skiing; golf; and overnight travel packages.

A trip was classified as a downhill skiing or golfing trip based on the activities reported on the mailback questionnaire. Participation in overnight travel packages was gathered from the telephone survey. The reader is reminded that the mailback and telephone surveys were weighted separately, resulting in estimates of person trips that differ.

Downhill skiing

Over 1.8 million visitor trips (4% of total trips) included downhill skiing. The average travel party size of ski trips was 2.7 people, which was significantly larger than the overall average of 2.2.

In terms of length of trip, downhill skiing trips typically were short trips with an average of 2.3 nights spent away from home. An average of 2.0 of these nights were spent in Alberta.

A total of \$144 million was spent by people on downhill ski trips. The median per person per trip expenditure was \$50.00 compared to the overall median of \$39.00.

Private vehicles were the only significant mode of transportation used on these trips (94%).

As might be expected, the main trip purpose for downhill ski trips was vacation/pleasure (70%). Naturally, 87% of these trips were completed in the winter season. Banff National Park was, by far, the most frequently visited tourism zone and accounted for 42% of downhill ski trips. Calgary and District was the only significant zone of origin for users of this vacation product, with 46% of trips originating from Calgary and District.

Golf

Almost 1.8 million visitor trips (4% of total trips) included golfing. Trips which included golf were much longer than the norm with an average of 5.6 nights spent away from home compared to the overall average of 3.4 nights. Only 2.6 of the 5.6 nights, however, were spent in Alberta.

Visiting friends or relatives (27%) and vacation/pleasure (56%) were the two main purposes for trips which included golf as an activity.

Median expenditures (\$37.00 per person per trip) for golfers were similar to the median spending per person per trip for all travellers (\$39.00).

Summer, not surprisingly, was the most common season for taking a golfing trip, with 47% of trips occurring in that season.

While Calgarians were more likely to participate in downhill skiing, golfing was disproportionately undertaken by Edmontonians. Over 30% of golfing trips originated from Edmonton, compared to 18% of all visitor trips originating from Edmonton.

Overnight travel package

Only 298,000 visitor trips (1%) included an overnight travel package in Alberta. The length of these trips was slightly shorter than the overall average (3.1 nights spent away from home versus 3.4).

Edmonton (16%) and Banff National Park (39%) were the two most frequently reported zones visited, on trips which included an overnight travel package. Hotels/motels were the main (74%) accommodation type used on these trips. Scheduled buses/coaches were more likely to be used as a mode of transportation on trips with overnight travel packages (19%) than for all trips (3%).

Resting and relaxing (81%), dining out in restaurants (75%), taking pictures or filming (63%), visiting mountainous areas (58%) and viewing wildlife (55%) were activities participated in by people on over half of the trips which included an overnight travel package.

Exhibit 46a: Vacation Products¹ Used in Alberta - Summary Profile - Total Visitor Trips

	Total	Downhill Skiing	Golf	Overnight Travel Package
Volume of Visitor Trips				
Total visitor trips	41,090,100	1,803,800	1,758,800	298,000
Total household trips	23,440,200	1,111,600	1,072,600	177,200
Total party trips	19,786,600	717,500	856,500	134,200
Average travel party size	2.2	2.7	2.2	2.2
Total visitor nights ²	35,359,200	1,359,900	2,726,700	677,300
Length of Stay (excluding day trips)				
Average number of nights away from home	3.4	2.3	5.6	3.1
Average number of nights in Alberta	2.5	2.0	2.6	2.3
Main Purpose of Trip				
	%	%	%	%
Visit friends/relatives	27.2	**	26.5*	**
Vacation/pleasure	36.3	70.4*	56.2	72.5
Business/pleasure	3.8	**	**	**
Business/convention	6.4	**	**	**
Personal business	13.2	**	**	**
Shopping	12.3	**	**	**
Other/not stated	0.7*	**	**	**
Total Visitor Trips	41,090,100	1,803,800	1,758,800	298,000
Tourism Zone Visited³				
	%	%	%	%
Chinook Country (Zone 1)	9.5	**	**	**
Gateway (Zone 2)	2.4*	**	**	**
Big Country (Zone 3)	4.5	**	**	**
David Thompson Country (Zone 4)	11.3	**	13.6*	**
Battle River (Zone 5)	10.5	**	14.5*	**
Lakeland (Zone 6)	7.5	**	**	**
Evergreen (Zone 7)	5.0	**	13.6*	**
Land of the Mighty Peace (Zone 8)	2.3*	**	**	**
Jasper National Park (Zone 9)	2.2*	**	**	**
Calgary & District (Zone 10)	17.2	**	12.7*	**
Edmonton (Zone 11)	15.4	**	11.3*	15.6*
Banff National Park (Zone 12)	6.2	41.9*	**	39.4*
Game Country (Zone 13)	3.5	**	**	**
Land of the Midnight Twilight (Zone 14)	5.7	**	**	**
Total Visitor Trips	41,090,100	1,803,800	1,758,800	298,000
Expenditures In Alberta				
Median ⁴ per person per trip	\$39.00	\$50.00	\$37.00	\$230.00
Median ⁴ per person per day	\$30.00	\$39.00	\$35.00	\$120.00
Total Expenditures In Alberta (000's)	\$3,299,398.6	\$144,125.5	\$152,327.7	\$73,490.8
Expenditures Outside Alberta				
Median ⁴ per person per trip	\$250.00	**	**	\$287.50
Median ⁴ per person per day	\$45.45	**	**	\$90.91
Total Expenditures Outside Alberta (000's)	\$680,145.7	**	**	\$11,098.7
Accommodation Used in Alberta				
	%	%	%	%
Friends/relatives	48.3	**	44.4*	**
Hotels/motels	21.0	**	**	73.9
Camping	20.9	**	20.7*	**
Other fixed roof	8.4	**	18.5*	**
Other/not stated	**	**	**	**
Total Visitor Nights²	35,359,200	1,359,900	2,726,700	677,300

¹ The Overnight Travel Package category was based on data collected from the telephone survey while the other two vacation product categories, Downhill Skiing and Golf, were based on data collected from the mailback survey. The mailback survey was weighted separately, resulting in trip estimates that differ from those found elsewhere in the report.

² A visitor night is one person spending one night in the province.

³ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁴ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 46b: Vacation Products¹ Used in Alberta - Summary Profile - Total Visitor Trips

	Total	Downhill Skiing	Golf	Overnight Travel Package
Season Trip Ended	%	%	%	%
Spring (April 15 to June 14)	14.8	**	19.8*	16.1*
Summer (June 15 to September 8)	24.8	**	47.4	21.0*
Fall (September 9 to October 31)	13.7	**	14.1*	**
Winter (November 1 to April 14)	46.7	87.1*	18.7*	53.6
Total Household Trips	23,440,200	1,111,600	1,072,600	177,200
Mode(s) of Transportation Used on Trip²	%	%	%	%
Private vehicle	90.6	94.2	92.6	75.9
RV/motorhome	1.6*	**	**	**
Other motor vehicle	3.9	**	**	**
Scheduled bus/coach	2.5	**	**	19.2
Airplane	1.9*	**	**	**
Other	2.8	**	**	**
Total Household Trips	23,440,200	1,111,600	1,072,600	177,200
Entire Travel Party Composition	%	%	%	%
Individual	35.9	**	31.1*	38.7*
Two adults	32.1	33.9*	40.4	34.3*
3 or more adults - no children	6.4	**	**	**
Adult(s) with children	25.6	25.4*	24.4*	16.1*
Total Party Trips	19,786,600	717,500	856,500	134,200
Activities Participated in While in Alberta	%	%	%	%
Visiting friends/relatives	60.7	37.6*	67.3	**
Dining out in restaurants	45.4	55.3*	56.0	75.1*
Resting and relaxing	45.3	44.6*	65.0	81.3*
Shopping	38.7	29.3*	35.5*	50.0*
Taking pictures or filming	29.9	43.4*	36.8*	63.2*
Sightseeing in the countryside	28.0	38.1*	35.3*	**
Viewing wildlife	22.4	35.4*	32.4*	54.6*
Personal errands (e.g. visit doctor)	22.4	**	17.8*	**
Hiking/climbing	16.5	37.8*	16.3*	**
Visiting wilderness areas	15.6	**	16.0*	**
Visiting mountainous areas	15.5	58.9*	21.5*	57.5*
Sightseeing in cities	14.7	**	18.8*	**
Swimming	13.1	**	35.7*	**
Visiting National Parks	11.7	58.2*	18.1*	**
Birdwatching	10.1	**	14.0*	**
Fishing	9.4	**	21.8*	**
Visiting Provincial Parks	9.1	32.0*	19.3*	**
Visiting nightclubs	9.0	**	14.0*	**
Sunbathing/other beach activities	8.7	**	31.2*	**
Visiting West Edmonton Mall	8.7	**	14.0*	**
Attending family affairs (e.g. weddings)	8.5	**	16.5*	**
Attending sporting events	8.4	**	11.9*	**
Attending local festivals/fairs	7.4	**	20.5*	**
Boating	6.8	**	27.2*	**
Visiting Kananaskis Country	5.5	**	11.2*	**
Bicycling	5.5	**	18.4*	**
Visiting vacation home/cottage	5.2	**	20.2*	**
Downhill skiing	4.4	100.0	**	**
Golfing	4.3	**	100.0	**
Total Visitor Trips	41,090,100	1,803,800	1,758,800	437,800

¹ The Overnight Travel Package category was based on data collected from the telephone survey while the other two vacation product categories, Downhill Skiing and Golf, were based on data collected from the mailback survey. The mailback survey was weighted separately, resulting in trip estimates that differ from those found elsewhere in the report.

² Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 47: Vacation Products¹ Used in Alberta - Visitor Origin - Total Visitor Trips

Visitor Origin	Total	Downhill Skiing	Golf	Overnight Travel Package
	%	%	%	%
Chinook Country (Zone 1)	9.5	**	**	**
Gateway (Zone 2)	3.2	**	**	**
Big Country (Zone 3)	2.5	**	**	**
David Thompson Country (Zone 4)	8.3	**	**	**
Battle River (Zone 5)	11.4	**	**	**
Lakeland (Zone 6)	7.2	**	**	**
Evergreen (Zone 7)	4.8	**	**	**
Land of the Mighty Peace (Zone 8)	2.6	**	**	**
Jasper National Park (Zone 9)	**	**	**	**
Calgary & District (Zone 10)	21.8	46.4*	22.0*	34.0*
City of Calgary	19.4	36.7*	21.1*	33.2*
Edmonton (Zone 11)	18.0	**	30.6*	24.1*
Banff National Park (Zone 12)	**	**	**	**
Game Country (Zone 13)	2.8	**	**	**
Land of the Midnight Twilight (Zone 14)	7.1	**	**	**
Total Visitor Trips (Zones only)	41,090,100	1,803,800	1,758,800	298,000

¹ The Overnight Travel Package category was based on data collected from the telephone survey while the other two categories, Downhill Skiing and Golf, were based on data collected from the mailback survey. The mailback survey was weighted separately, resulting in trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Section J

Activities Participated in While in Alberta

VFR most popular activity

Visiting friends and relatives was the most popular activity, included as an activity in 61% of all visitor trips, 55% of same day visitor trips and 72% of overnight visitor trips.

Other popular activities included dining out in restaurants, resting and relaxing, shopping, taking pictures or filming, sightseeing in the countryside, viewing wildlife, and personal errands.

In general, overnight visitor trips were more likely than all trips to include leisure activities such as resting and relaxing, taking pictures or filming, and sightseeing. Compared to overnight trips, same day visitor trips were more likely to include personal errands.

The season of the trip had an impact on the type of activities participated in. A higher proportion of visitor trips in the summer included resting and relaxing, sightseeing in the countryside, swimming, and taking pictures and filming, while indoor activities such as shopping, dining out, and visiting nightclubs were more popular in the winter.

Exhibit 48a: Activities Participated in While in Alberta - Season Trip Ended - Total Visitor Trips

Activities Participated in While in Alberta	Total	Spring	Summer	Fall	Winter
		(Apr.15-June 14)	(June 15-Sept.8)	(Sept.9-Oct.31)	(Nov.1- Apr.14)
	%	%	%	%	%
Visiting friends and relatives	60.7	59.8	62.5	52.6	62.4
Dining out in restaurants	45.4	45.0	41.5	44.5	48.0
Resting and relaxing	45.3	45.3	56.8	41.1	39.8
Shopping	38.7	35.7	32.9	33.5	44.4
Taking pictures or filming	29.9	28.6	40.0	30.2	24.3
Sightseeing in the countryside	28.0	28.3	35.9	32.5	22.1
Viewing wildlife	22.4	22.1	32.0	26.5	15.9
Personal errands (e.g. visit doctor)	22.4	24.3	17.6	19.0	25.4
Hiking/climbing	16.5	20.0	25.1	16.0	10.6
Visiting wilderness areas	15.6	15.0	21.0	22.0	10.8
Visiting mountainous areas	15.5	13.5	18.6	17.2	13.9
Sightseeing in cities	14.7	12.2	18.0	15.6	13.3
Swimming	13.1	13.8	24.4	8.6*	7.6*
Visiting National Parks	11.7	8.9*	12.1	12.6*	12.0
Birdwatching	10.1	13.4	12.8	14.3*	6.4*
Fishing	9.4	12.2	15.4	7.3*	5.6*
Visiting Provincial Parks	9.1	9.0*	15.2	12.2*	4.8*
Visiting nightclubs	9.0	7.8*	6.8	6.0*	11.4
Visiting West Edmonton Mall	8.7	9.5*	9.6	6.0*	8.8*
Sunbathing/beach activities	8.7	9.2*	21.2	**	**
Attending family affairs (e.g. weddings)	8.5	9.7*	9.9	6.7*	7.9*
Attending sporting events	8.4	6.8*	6.2*	**	11.4
Attending local festivals/fairs	7.4	12.5	10.2	5.2*	4.8*
Visiting scenic landmarks	7.0	9.4*	9.3	6.9*	5.0*
Boating	6.8	9.1*	11.9	8.1*	**
Attending business meeting	6.7	9.4*	4.7*	8.9*	6.5*
Visiting galleries/museums	6.6	5.2*	9.0	6.5*	5.6*
Visiting historical sites	6.0	8.3*	7.6	**	4.8*
Visiting Kananaskis Country	5.5	5.8*	6.5*	7.9*	4.2*
Bicycling	5.5	7.1*	9.5	7.6*	**
Visiting vacation home/cottage	5.2	5.5*	7.8	4.6*	3.8*
Visiting interpretive centres/exhibits	4.7	6.2*	8.6	5.2*	**
Downhill skiing	4.4	**	**	**	7.7*
Visiting Calgary Zoo	4.4	5.6*	5.0*	**	4.7*
Horseback/trail riding	4.3	**	3.2*	**	6.2*
Visiting Royal Tyrrell Museum	4.3	3.7*	3.9*	4.5*	4.5*
Golfing	4.3	6.2*	7.7	**	**
Attending trade show	4.1	**	**	**	6.6*
Visiting amusement or theme parks	3.6	5.1*	4.4*	**	**
Attending concerts/live theatre	3.4	4.3*	4.0*	**	3.2*
Visiting Heritage Park (Calgary)	3.2	**	2.6*	**	4.6*
Attending conference/convention	3.1	**	**	**	4.1*
Attending Calgary Stampede	2.9	**	3.1*	**	**
Hunting	2.4*	**	**	**	3.3*
Organized day tour/excursion	2.2*	**	3.3*	**	**
Cross country skiing	2.2*	**	**	**	3.0*
Total Visitor Trips¹	41,090,100	5,861,100	10,932,100	5,359,400	18,937,500

¹ Estimates of activity participation were collected from the mailbox questionnaire, not from the telephone survey. The mailbox survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to participation in multiple activities while on the trip in Alberta.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size

Exhibit 48b: Activities Participated in While in Alberta - Season Trip Ended - Same Day Visitor Trips

Activities Participated in While in Alberta	Total	Spring (Apr. 15- June 14)	Summer (June 15- Sept. 8)	Fall (Sept. 9- Oct. 31)	Winter (Nov. 1- Apr. 14)
		%	%	%	%
Visiting friends and relatives	55.1	54.5	55.4	45.3	57.8
Dining out in restaurants	42.2	43.7	39.5	41.8	43.2
Shopping	39.4	38.0	33.9	32.1	44.3
Resting and relaxing	32.1	36.4	42.1	29.4	27.1
Personal errands (e.g. visit doctor)	25.5	29.6	20.2	23.2*	27.3
Taking pictures or filming	24.6	25.4	33.3	25.5*	20.1
Sightseeing in the countryside	24.6	26.9	31.9	31.0	19.0
Viewing wildlife	17.2	19.8*	24.9	22.8*	11.5*
Hiking/climbing	13.1	20.0*	19.6	13.4*	8.1*
Sightseeing in cities	12.4	12.2*	16.5	14.5*	10.1*
Visiting wilderness areas	12.4	14.2*	14.9*	20.7*	8.5*
Visiting mountainous areas	12.2	12.1*	13.4*	16.1*	10.6*
Visiting National Parks	9.7	7.4*	9.0*	11.7*	10.1*
Attending sporting events	9.1	6.3*	5.0*	**	13.1*
Swimming	8.3	12.4*	12.7*	**	5.3*
Attending a business meeting	7.7	9.4*	6.7*	9.0*	7.4*
Fishing	7.6	12.7*	9.7*	**	5.2*
Visiting Provincial Parks	7.6	7.8*	12.0*	13.8*	**
Birdwatching	7.3	11.9*	10.0*	8.7*	**
Attending local festivals/fairs	6.8	14.1*	8.4*	**	**
Attending a family affair (e.g. wedding)	6.8	9.4*	7.5*	**	5.8*
Visiting West Edmonton Mall	6.6	10.0*	8.3*	**	5.6*
Visiting galleries/museums	6.1	**	7.4*	**	6.0*
Visiting scenic landmarks	5.7	10.5*	7.9*	**	**
Visiting historical sites	5.6	9.7*	5.7*	**	5.3*
Visiting Kananaskis Country	5.4	6.4*	6.6*	8.9*	**
Visiting Royal Tyrrell Museum	5.2	**	4.8*	**	5.2*
Visiting nightclubs	5.0	**	**	**	6.0*
Visiting Calgary Zoo	5.0	6.2*	5.6*	**	5.5*
Attending trade show	4.9	**	**	**	7.6*
Boating	4.9	8.3*	6.7*	**	**
Sunbathing, beach activities	4.9	7.6*	11.4*	**	**
Downhill skiing	4.2*	**	**	**	6.7*
Visiting interpretive centres/exhibits	3.6*	6.5*	5.6*	**	**
Visiting amusement or theme parks	3.1*	6.5*	**	**	**
Total Visitor Trips¹	27,063,900	3,854,700	6,073,700	3,637,800	13,497,800

¹ Estimates of activity participation were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to participation in multiple activities while on the trip in Alberta.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlight

Same day visitor trips were most likely to include visiting friends and relatives during all seasons. They were most likely to shop in winter (44%) and rest and relax (42%) and take pictures or filming (33%) in summer.

Exhibit 48c: Activities Participated in While in Alberta - Season Trip Ended - Overnight Visitor Trips

Activities Participated in While in Alberta	Total	Spring (Apr.15- June 14)	Summer (June 15-Sept.8)	Fall (Sept.9-Oct.31)	Winter (Nov.1- Apr.14)
		%	%	%	%
Visiting friends and relatives	71.6	69.8	71.3	68.1	73.7
Resting and relaxing	70.7	62.3	75.3	65.8	71.3
Dining out in restaurants	51.5	47.3	44.1	50.2	60.0
Taking pictures or filming	40.1	34.8	48.4	40.2	34.5
Shopping	37.3	31.2	31.7	36.4	44.7
Sightseeing in the countryside	34.5	31.0	40.9	35.7	29.8
Viewing wildlife	32.5	26.4	40.9	34.4	26.6
Hiking/climbing	23.0	19.9*	32.1	21.4*	16.6*
Swimming	22.3	16.6*	39.0	10.3*	13.4*
Visiting mountainous areas	21.9	16.2*	25.0	19.6*	22.0*
Visiting wilderness areas	21.6	16.6*	28.6	24.6*	16.3*
Sightseeing in cities	19.2	12.3*	20.0	17.9*	21.5*
Visiting nightclubs	16.6	12.8*	11.1*	10.3*	25.0
Personal errands (e.g. visit doctor)	16.4	14.1*	14.5	10.0*	20.9*
Sunbathing/beach activities	15.9	12.2*	33.4	**	**
Birdwatching	15.5	16.2*	16.2	26.1*	11.3*
Visiting National Parks	15.5	11.8*	16.0	14.5*	16.8*
Fishing	12.8	11.1*	22.5	**	**
Visiting West Edmonton Mall	12.8	8.4*	11.2*	10.2*	16.5*
Visiting Provincial Parks	12.0	11.3*	19.2	**	**
Attending family affairs (e.g. weddings)	11.8	10.3*	12.8	**	12.9*
Boating	10.6	10.7*	18.4	**	**
Visiting vacation home/cottage	10.5	10.3*	13.1	9.6*	8.7*
Visiting scenic landmarks	9.6	**	11.0*	11.4*	8.5*
Bicycling	9.4	11.1*	15.0	**	**
Attending local festival/fairs	8.5	9.5*	12.3	**	**
Golfing	7.6	9.5*	12.0	**	**
Visiting galleries/museums	7.5	**	11.0*	10.1*	**
Attending sporting events	7.1	7.6*	7.7*	**	**
Visiting historical sites	6.8	**	10.0*	**	**
Visiting interpretive centres/exhibits	6.7	**	12.2	**	**
Visiting Kananaskis Country	5.8	**	6.3*	**	**
Attending concerts/live theatre	5.5	**	5.6*	**	**
Downhill skiing	4.8*	**	**	**	10.4*
Visiting amusement or theme parks	4.4*	**	5.7*	**	**
Visiting Calgary Zoo	3.2*	**	4.3*	**	**
Horseback/trail riding	3.1*	**	4.7*	**	**
Total Visitor Trips¹	14,026,200	2,006,500	4,858,400	1,721,600	5,439,700

¹ Estimates of activity participation were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to participation in multiple activities while on the trip in Alberta.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Section K

Factors of Importance in Selecting a Vacation Destination

Individuals were asked to rate the importance from 1 to 4 (where 1 is "not at all important" and 4 is "very important") of 53 different factors in order to determine which factors were most and least important to them when selecting a vacation destination.

Standards of hygiene and cleanliness important

The most important factor for all resident visitors was standards of hygiene and cleanliness (mean rating of 3.65), followed by personal safety (3.60) and scenery (3.58). Environmental quality of air, water and soil was ranked the fourth most important factor with a mean rating of 3.53.

Other important factors overall (i.e. ratings of 3.00 or higher) were:

- warm/sunny climate (3.43)
- warm welcome for tourists (3.40)
- inexpensive travel (3.37)
- lakes and rivers (3.35)
- opportunities to increase one's knowledge (3.34)
- reliable weather (3.32)
- wilderness/ undisturbed nature (3.31)
- budget accommodations (3.28)
- chances to see different wildlife and birds (3.23)
- National parks/forests (3.15)
- inexpensive restaurants (3.09)
- beaches for swimming and sunning (3.01)
- mountainous areas (3.00)

Standards of hygiene and cleanliness was ranked as the most important factor when selecting a vacation destination by visitors from the following tourism zones:

- Chinook Country
- Big Country
- Battle River
- Evergreen
- Land of the Mighty Peace
- Land of the Midnight Twilight

Personal safety was ranked as most important by visitors from Lakeland and Game Country Tourism Zones.

Scenery was ranked as the most important factor by visitors from:

- Gateway
- David Thompson Country
- Jasper National Park
- Banff National Park
- Calgary and District
- Edmonton

Same day visitors tended to rate most factors slightly lower than overnight visitors.

The season of the trip did not appear to have a great influence on the importance ratings. As can be seen in Exhibit 50a, the importance ratings remain relatively constant across each of the seasons.

Exhibit 49a: Factors of Importance in Selecting a Vacation Destination - Visitor Origin - Total Visitor Trips

Factors of Importance ¹	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Standards of hygiene and cleanliness	3.65	3.68	3.56	3.72	3.65	3.76	3.71	3.73
Personal safety	3.60	3.52	3.54	3.70	3.52	3.70	3.76	3.72
Scenery	3.58	3.46	3.66	3.41	3.67	3.48	3.63	3.64
Environmental quality of air, water and soil	3.53	3.41	3.57	3.55	3.51	3.57	3.60	3.64
Warm, sunny climate	3.43	3.47	3.26	3.54	3.44	3.51	3.46	3.33
Warm/friendly welcome for tourists	3.40	3.48	3.33	3.46	3.32	3.52	3.54	3.49
Inexpensive travel	3.37	3.32	3.53	3.33	3.38	3.41	3.39	3.56
Lakes and rivers	3.35	3.36	3.39	3.26	3.46	3.38	3.38	3.56
Opportunities to increase knowledge	3.34	3.29	3.22	3.28	3.26	3.46	3.27	3.42
Reliable weather	3.32	3.48	3.17	3.46	3.28	3.52	3.43	3.27
Wilderness and undisturbed nature	3.31	3.26	3.44	3.21	3.39	3.28	3.28	3.54
Budget accommodations	3.28	3.28	3.06	3.31	3.30	3.27	3.37	3.36
Chance to see different wildlife and birds	3.23	3.34	3.37	3.16	3.20	3.45	3.22	3.42
National parks	3.15	3.23	3.00	2.82	3.27	3.10	3.04	3.35
Inexpensive restaurants	3.09	3.11	3.18	2.90	3.01	3.10	3.16	3.18
Beaches for swimming and sunning	3.01	2.74	2.90	3.00	2.95	3.03	2.96	3.10
Mountainous areas	3.00	3.12	2.78	2.93	3.10	2.92	2.96	3.15
Wide open spaces	2.97	3.05	2.83	2.91	2.93	2.90	2.96	3.05
Interesting small towns and villages	2.91	2.74	2.80	2.66	3.00	2.84	2.93	3.07
Interesting local people	2.90	2.82	2.91	2.86	2.82	3.01	2.96	3.06
Outdoor activities such as hiking, climbing	2.85	2.92	2.79	2.56	2.92	2.77	2.64	2.82
Campgrounds and trailer parks	2.84	2.58	3.03	3.01	3.05	3.18	3.07	2.95
Historic old cities	2.67	2.65	2.64	2.43	2.59	2.55	2.71	2.70
Local cuisine	2.66	2.83	2.71	2.50	2.58	2.46	2.72	2.74
Local crafts and handiwork	2.65	2.76	2.62	2.59	2.68	2.62	2.79	2.80
Shopping	2.63	2.85	2.80	2.75	2.58	2.73	2.80	2.73
Resort areas	2.62	2.66	2.64	2.46	2.70	2.55	2.64	2.66
High quality restaurants	2.58	2.80	2.12	2.50	2.54	2.49	2.65	2.51
Culture different from my own	2.58	2.65	2.57	2.48	2.47	2.49	2.55	2.70
Historical, archaeological or military sites	2.57	2.75	2.54	2.29	2.51	2.50	2.65	2.60
Variety of short guided excursions/tours	2.51	2.63	2.51	2.32	2.59	2.50	2.52	2.62
Museums and art galleries	2.51	2.60	2.48	2.26	2.52	2.44	2.65	2.54
Local festivals	2.49	2.39	2.52	2.36	2.49	2.52	2.60	2.64
Fast food restaurants	2.47	2.54	2.64	2.59	2.39	2.68	2.44	2.49
Public transportation	2.46	2.48	2.66	2.22	2.34	2.32	2.32	2.42
Unique or different native cultures	2.45	2.57	2.47	2.29	2.48	2.39	2.25	2.55
Amusement or theme parks	2.40	2.58	2.61	2.35	2.46	2.64	2.39	2.52
Fishing	2.38	2.12	2.74	2.32	2.51	2.43	2.88	2.56
Water sports	2.33	2.44	2.49	2.41	2.37	2.13	2.31	2.51
Exotic atmosphere	2.29	2.30	2.15	2.15	2.28	2.10	2.35	2.24
Seaside	2.29	2.13	1.89	2.00	2.25	2.05	2.08	2.30
Live theatre and concerts	2.20	2.24	2.14	2.08	2.21	2.01	2.33	2.04
Spectator sporting events	2.18	2.47	2.35	2.12	2.14	2.28	2.48	2.20
First class hotels	2.16	2.41	2.24	2.12	2.14	2.02	2.26	2.15
Nightlife and entertainment	2.15	2.18	2.38	2.06	2.15	2.04	2.24	2.03
R.V. parks	2.01	1.84	2.06	2.23	2.28	2.38	2.35	2.04
Downhill skiing	1.99	2.01	2.45	1.76	1.92	1.79	1.89	1.86
Big modern cities	1.88	1.83	1.98	1.82	1.70	1.95	1.83	1.76
Cross country skiing	1.71	1.45	1.92	1.32	1.63	1.44	1.70	1.68
Golf	1.69	1.65	1.45	1.66	1.66	1.79	1.78	1.63
Hunting	1.67	1.69	2.28	1.73	1.72	1.73	1.94	1.90
Casinos and gambling	1.48	1.69	1.36	1.39	1.52	1.48	1.60	1.53
Tennis	1.30	1.52	1.25	1.19	1.17	1.22	1.26	1.24
Total Visitor Trips²	41,090,100	3,912,400	1,317,200	1,033,500	3,420,600	4,695,500	2,958,600	1,972,700

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 49b: Factors of Importance in Selecting a Vacation Destination - Visitor Origin - Total Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Factors of Importance ¹
3.57	3.54	3.60	3.59	3.30	3.55	3.78	3.65	Standards of hygiene and cleanliness
3.51	3.69	3.57	3.55	3.28	3.65	3.61	3.60	Personal safety
3.28	3.76	3.67	3.64	3.68	3.31	3.52	3.58	Scenery
3.24	3.73	3.52	3.58	3.57	3.23	3.62	3.53	Environmental quality of air, water and soil
3.35	3.22	3.38	3.49	3.21	3.46	3.38	3.43	Warm, sunny climate
3.35	3.39	3.37	3.34	3.33	3.22	3.41	3.40	Warm/friendly welcome for tourists
3.30	3.36	3.36	3.35	3.26	3.09	3.42	3.37	Inexpensive travel
3.09	3.38	3.32	3.36	3.33	3.11	3.28	3.35	Lakes and rivers
3.10	3.41	3.37	3.33	3.45	3.40	3.34	3.34	Opportunities to increase knowledge
3.17	3.07	3.19	3.29	3.02	3.24	3.31	3.32	Reliable weather
2.84	3.44	3.30	3.42	3.37	3.11	3.16	3.31	Wilderness and undisturbed nature
3.15	3.28	3.26	3.34	3.19	2.97	3.27	3.28	Budget accommodations
2.84	3.10	3.16	3.17	3.22	2.99	3.16	3.23	Chance to see different wildlife and birds
2.86	3.17	3.18	3.23	3.27	2.77	3.16	3.15	National parks
2.96	3.12	3.09	3.07	3.06	2.80	3.20	3.09	Inexpensive restaurants
3.03	2.86	3.07	3.03	3.05	3.00	3.19	3.01	Beaches for swimming and sunning
2.64	3.08	3.01	3.07	3.13	2.69	2.98	3.00	Mountainous areas
2.64	3.13	3.03	3.05	3.04	2.66	2.87	2.97	Wide open spaces
2.84	2.99	2.98	2.93	2.97	2.66	2.97	2.91	Interesting small towns and villages
2.84	3.22	2.92	2.94	3.10	2.66	2.72	2.90	Interesting local people
2.54	3.22	2.92	2.99	3.20	2.40	2.77	2.85	Outdoor activities such as hiking, climbing
2.58	2.81	2.68	2.81	2.45	2.81	2.70	2.84	Campgrounds and trailer parks
2.52	2.70	2.78	2.74	2.73	2.46	2.68	2.67	Historic old cities
2.40	2.86	2.64	2.71	3.00	2.70	2.66	2.66	Local cuisine
2.52	2.74	2.61	2.56	2.75	2.52	2.71	2.65	Local crafts and handiwork
2.88	2.65	2.54	2.41	2.37	2.38	2.70	2.63	Shopping
2.53	2.36	2.55	2.65	2.34	2.53	2.75	2.62	Resort areas
2.81	2.62	2.54	2.60	2.41	2.62	2.73	2.58	High quality restaurants
2.51	2.68	2.60	2.59	2.92	2.41	2.72	2.58	Culture different from my own
2.35	2.62	2.50	2.66	2.74	2.51	2.61	2.57	Historical, archaeological or military sites
2.30	2.37	2.43	2.54	2.43	2.46	2.55	2.51	Variety of short guided excursions/tours
2.24	2.52	2.47	2.54	2.64	2.57	2.50	2.51	Museums and art galleries
2.51	2.82	2.43	2.54	2.66	2.41	2.44	2.49	Local festivals
2.49	2.17	2.42	2.37	2.12	2.44	2.50	2.47	Fast food restaurants
2.59	2.58	2.56	2.55	2.86	2.19	2.46	2.46	Public transportation
2.31	2.47	2.45	2.48	2.71	2.38	2.52	2.45	Unique or different native cultures
2.54	2.25	2.19	2.34	1.96	2.42	2.42	2.40	Amusement or theme parks
2.48	2.60	2.13	2.40	1.96	2.74	2.36	2.38	Fishing
2.24	2.25	2.31	2.36	2.57	2.45	2.18	2.33	Water sports
2.19	2.34	2.37	2.37	2.65	2.05	2.32	2.29	Exotic atmosphere
2.10	2.53	2.44	2.53	2.61	2.09	2.42	2.29	Seaside
2.25	2.26	2.23	2.20	2.55	2.12	2.31	2.20	Live theatre and concerts
2.39	2.23	2.06	2.03	1.89	2.12	2.05	2.18	Spectator sporting events
2.42	2.14	2.09	2.16	2.01	2.06	2.12	2.16	First class hotels
2.19	2.19	2.16	2.20	2.33	2.04	2.11	2.15	Nightlife and entertainment
2.09	1.91	1.78	1.80	1.48	2.15	2.04	2.01	R.V. parks
1.96	2.24	2.00	2.14	2.38	1.85	2.00	1.99	Downhill skiing
1.99	1.92	1.92	1.94	1.85	1.69	1.87	1.88	Big modern cities
1.51	2.38	1.89	1.89	2.06	1.65	1.64	1.71	Cross country skiing
1.66	1.75	1.70	1.70	1.58	1.82	1.64	1.69	Golf
1.99	1.66	1.47	1.58	1.18	1.82	1.51	1.67	Hunting
1.40	1.71	1.42	1.42	1.35	1.45	1.44	1.48	Casinos and gambling
1.22	1.23	1.39	1.31	1.43	1.21	1.20	1.30	Tennis
1,077,000	97,400	8,950,300	7,392,200	191,500	1,138,500	2,932,800	41,090,100	Total Visitor Trips²

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 49c: Factors of Importance in Selecting a Vacation Destination - Visitor Origin - Same Day Visitor Trips

Factors of Importance ¹	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Standards of hygiene and cleanliness	3.67	3.66	3.48	3.73	3.68	3.79	3.84	3.79
Personal safety	3.60	3.46	3.47	3.70	3.53	3.70	3.82	3.73
Scenery	3.57	3.44	3.71	3.39	3.72	3.43	3.76	3.71
Environmental quality of air, water and soil	3.53	3.41	3.63	3.58	3.52	3.56	3.64	3.73
Warm, sunny climate	3.42	3.46	3.25	3.57	3.47	3.52	3.47	3.32
Warm/friendly welcome for tourists	3.41	3.50	3.26	3.47	3.29	3.54	3.67	3.49
Inexpensive travel	3.37	3.34	3.67	3.30	3.35	3.37	3.36	3.62
Opportunities to increase knowledge	3.36	3.32	3.24	3.27	3.28	3.51	3.33	3.46
Lakes and rivers	3.34	3.36	3.47	3.24	3.47	3.38	3.44	3.53
Reliable weather	3.32	3.49	3.18	3.49	3.31	3.57	3.47	3.28
Wilderness and undisturbed nature	3.29	3.26	3.54	3.18	3.41	3.28	3.26	3.58
Budget accommodations	3.28	3.29	2.98	3.30	3.26	3.22	3.48	3.44
Chance to see different wildlife and birds	3.26	3.41	3.50	3.17	3.28	3.50	3.23	3.45
National parks	3.15	3.30	3.02	2.80	3.35	3.07	2.92	3.36
Inexpensive restaurants	3.10	3.14	3.25	2.86	2.95	3.09	3.17	3.26
Mountainous areas	2.98	3.13	2.67	2.99	3.08	2.90	2.95	3.09
Wide open spaces	2.97	3.06	2.91	2.89	3.00	2.89	2.98	3.03
Beaches for swimming and sunning	2.96	2.70	2.88	2.98	2.95	3.01	2.97	3.13
Interesting small towns and villages	2.92	2.72	2.83	2.63	2.97	2.86	3.12	3.10
Interesting local people	2.90	2.83	2.90	2.82	2.76	3.08	3.03	3.06
Campgrounds and trailer parks	2.83	2.53	3.16	2.99	2.98	3.27	3.15	2.94
Outdoor activities such as hiking, climbing	2.83	2.97	2.81	2.49	2.97	2.79	2.56	2.88
Historic old cities	2.69	2.67	2.70	2.40	2.56	2.52	2.84	2.72
Local crafts and handiwork	2.67	2.81	2.71	2.59	2.61	2.60	2.96	2.87
Local cuisine	2.66	2.84	2.73	2.47	2.47	2.46	2.89	2.72
Shopping	2.64	2.85	2.83	2.71	2.67	2.73	2.76	2.69
Historical, archaeological or military sites	2.61	2.83	2.59	2.30	2.38	2.52	2.82	2.72
Culture different from my own	2.60	2.70	2.61	2.47	2.38	2.49	2.65	2.70
Resort areas	2.60	2.67	2.62	2.43	2.78	2.55	2.67	2.75
High quality restaurants	2.58	2.82	1.90	2.50	2.46	2.47	2.77	2.53
Museums and art galleries	2.55	2.66	2.58	2.28	2.49	2.42	2.73	2.60
Variety of short guided excursions/tours	2.51	2.65	2.44	2.32	2.64	2.48	2.61	2.69
Local festivals	2.49	2.39	2.57	2.36	2.48	2.53	2.64	2.66
Fast food restaurants	2.49	2.58	2.61	2.64	2.32	2.72	2.38	2.54
Unique or different native cultures	2.47	2.62	2.56	2.30	2.46	2.35	2.37	2.55
Public transportation	2.44	2.49	2.82	2.21	2.31	2.32	2.33	2.41
Amusement or theme parks	2.40	2.60	2.69	2.32	2.49	2.72	2.35	2.57
Fishing	2.39	2.10	2.92	2.31	2.62	2.41	2.92	2.43
Water sports	2.34	2.52	2.49	2.43	2.32	2.14	2.38	2.56
Seaside	2.27	2.16	1.86	1.95	2.20	2.01	2.09	2.33
Exotic atmosphere	2.26	2.29	2.08	2.14	2.32	2.04	2.36	2.24
Spectator sporting events	2.23	2.59	2.39	2.16	2.13	2.34	2.66	2.26
Live theatre and concerts	2.18	2.25	2.08	2.09	2.21	2.02	2.39	1.98
First class hotels	2.18	2.43	2.16	2.14	2.15	2.04	2.37	2.13
Nightlife and entertainment	2.11	2.19	2.34	2.09	2.22	2.01	2.21	1.91
R.V. parks	2.03	1.78	2.02	2.06	2.23	2.49	2.43	2.02
Downhill skiing	1.94	2.04	2.60	1.74	1.72	1.70	1.86	1.79
Big modern cities	1.84	1.78	1.86	1.84	1.65	1.99	1.73	1.71
Hunting	1.71	1.69	2.50	1.76	1.74	1.78	1.95	1.81
Cross-country skiing	1.68	1.44	2.10	1.28	1.58	1.44	1.64	1.71
Golf	1.68	1.61	1.32	1.69	1.54	1.80	1.88	1.63
Casinos and gambling	1.49	1.74	1.25	1.37	1.61	1.42	1.73	1.55
Tennis	1.30	1.57	1.15	1.16	1.17	1.19	1.26	1.24
Total Visitor Trips²	27,063,900	3,248,500	884,800	794,700	2,255,400	3,604,300	1,993,500	1,334,800

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 49d: Factors of Importance in Selecting a Vacation Destination - Visitor Origin - Same Day Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Factors of Importance ¹
3.57	3.51	3.61	3.57	3.66	3.50*	3.81	3.67	Standards of hygiene and cleanliness
3.57	3.74	3.54	3.53	3.32	3.76*	3.64	3.60	Personal safety
3.23	3.79	3.66	3.64	3.58	3.21*	3.49	3.57	Scenery
3.19	3.75	3.52	3.55	3.50	3.23*	3.57	3.53	Environmental quality of air, water and soil
3.38	3.14	3.33	3.45	3.29	3.53*	3.30	3.42	Warm, sunny climate
3.31	3.44	3.35	3.27	3.33	3.16*	3.42	3.41	Warm/friendly welcome for tourists
3.27	3.42	3.34	3.29	3.12	3.04*	3.57	3.37	Inexpensive travel
3.08	3.47	3.38	3.32	3.29	3.53*	3.41	3.36	Opportunities to increase knowledge
3.02	3.39	3.30	3.31	3.22	3.03*	3.29	3.34	Lakes and rivers
3.16	3.01	3.11	3.26	3.16	3.30*	3.28	3.32	Reliable weather
2.71	3.49	3.30	3.36	3.16	3.09*	3.15	3.29	Wilderness and undisturbed nature
3.14	3.34	3.28	3.30	3.10	2.96*	3.38	3.28	Budget accommodations
2.74	3.13	3.12	3.19	3.07	2.99*	3.17	3.26	Chance to see different wildlife and birds
2.78	3.22	3.18	3.19	3.13	2.61*	3.25	3.15	National parks
2.98	3.18	3.15	3.00	3.00	2.73*	3.36	3.10	Inexpensive restaurants
2.59	3.14	2.95	3.04	2.87	2.61*	3.06	2.98	Mountainous areas
2.66	3.21	3.01	3.05	2.74	2.58*	2.91	2.97	Wide open spaces
3.03	2.77	3.00	2.94	3.05	2.91*	3.10	2.96	Beaches for swimming and sunning
2.95	3.06	3.01	2.90	2.91	2.62*	2.98	2.92	Interesting small towns and villages
2.86	3.30	2.88	2.91	2.81	2.64*	2.80	2.90	Interesting local people
2.51	2.90	2.61	2.78	2.30	2.69*	2.71	2.83	Campgrounds and trailer parks
2.52	3.24	2.89	2.94	3.01	2.33*	2.85	2.83	Outdoor activities such as hiking, climbing
2.58	2.78	2.82	2.76	2.77	2.42*	2.71	2.69	Historic old cities
2.57	2.82	2.62	2.58	2.59	2.48*	2.67	2.67	Local crafts and handiwork
2.40	2.90	2.67	2.70	3.03	2.71*	2.65	2.66	Local cuisine
2.93	2.63	2.50	2.36	2.74	2.29*	2.75	2.64	Shopping
2.31	2.75	2.48	2.78	2.54	2.60*	2.71	2.61	Historical, archaeological or military sites
2.53	2.64	2.69	2.56	2.69	2.36*	2.74	2.60	Culture different from my own
2.59	2.25	2.47	2.55	2.62	2.63*	2.69	2.60	Resort areas
2.91	2.61	2.53	2.57	2.74	2.69*	2.71	2.58	High quality restaurants
2.20	2.58	2.58	2.55	2.55	2.64*	2.54	2.55	Museums and art galleries
2.23	2.42	2.40	2.54	2.39	2.48*	2.53	2.51	Variety of short guided excursions/tours
2.53	2.91	2.43	2.52	2.69	2.34*	2.46	2.49	Local festivals
2.54	2.15	2.39	2.36	2.30	2.41*	2.66	2.49	Fast food restaurants
2.32	2.54	2.49	2.47	2.46	2.38*	2.58	2.47	Unique or different native cultures
2.59	2.56	2.56	2.41	2.83	2.21*	2.45	2.44	Public transportation
2.52	2.24	2.08	2.25	2.16	2.37*	2.42	2.40	Amusement or theme parks
2.41	2.65	2.09	2.45	2.06	2.96*	2.37	2.39	Fishing
2.16	2.16	2.37	2.23	2.52	2.53*	2.22	2.34	Water sports
2.12	2.49	2.44	2.57	2.46	2.05*	2.42	2.27	Seaside
2.21	2.28	2.42	2.21	2.42	1.96*	2.34	2.26	Exotic atmosphere
2.42	2.25	2.06	1.95	2.13	2.06*	2.09	2.23	Spectator sporting events
2.30	2.17	2.25	2.14	2.58	2.06*	2.26	2.18	Live theatre and concerts
2.53	2.11	2.09	2.20	2.28	2.08*	2.08	2.18	First class hotels
2.24	2.18	2.12	2.03	2.48	2.09*	1.98	2.11	Nightlife and entertainment
2.10	1.96	1.73	1.86	1.62	2.19*	2.12	2.03	R.V. parks
2.02	2.24	2.06	1.99	2.33	1.85*	1.91	1.94	Downhill skiing
2.03	1.86	1.89	1.89	1.95	1.59*	1.79	1.84	Big modern cities
1.95	1.77	1.47	1.65	1.23	1.87*	1.52	1.71	Hunting
1.55	2.42	1.94	1.84	1.84	1.60*	1.57	1.68	Cross-country skiing
1.59	1.72	1.65	1.81	1.70	1.84*	1.54	1.68	Golf
1.37	1.73	1.36	1.46	1.38	1.40*	1.43	1.49	Casinos and gambling
1.22	1.23	1.37	1.32	1.46	1.20*	1.18	1.30	Tennis
765,500	73,500	5,632,700	3,643,700	127,000	759,300*	1,946,300	27,063,900	Total Visitor Trips²

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Exhibit 49e: Factors of Importance in Selecting a Vacation Destination - Visitor Origin - Overnight Visitor Trips

Factors of Importance ¹	Total	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Standards of hygiene and cleanliness	3.61	3.78*	3.72	3.69	3.60	3.66	3.44	3.60
Scenery	3.60	3.56*	3.57	3.51	3.59	3.63	3.38	3.51
Personal safety	3.60	3.78*	3.63	3.70	3.51	3.72	3.63	3.70
Environmental quality of air, water and soil	3.54	3.38*	3.44	3.44	3.50	3.60	3.52	3.46
Warm, sunny climate	3.46	3.53*	3.27	3.44	3.37	3.49	3.43	3.34
Warm/friendly welcome for tourists	3.40	3.36*	3.50	3.40	3.40	3.46	3.26	3.50
Inexpensive travel	3.38	3.24*	3.25	3.42	3.44	3.53	3.45	3.43
Lakes and rivers	3.37	3.36*	3.22	3.35	3.44	3.38	3.27	3.61
Wilderness and undisturbed nature	3.34	3.29*	3.22	3.30	3.36	3.29	3.31	3.45
Reliable weather	3.31	3.43*	3.15	3.36	3.22	3.37	3.34	3.24
Opportunities to increase knowledge	3.28	3.17*	3.18	3.31	3.21	3.29	3.15	3.35
Budget accommodations	3.27	3.23*	3.23	3.33	3.39	3.44	3.14	3.20
Chance to see different wildlife and birds	3.17	3.03*	3.12	3.11	3.04	3.27	3.21	3.37
National parks	3.17	2.91*	2.94	2.89	3.13	3.22	3.28	3.32
Beaches for swimming and sunning	3.10	2.90*	2.93	3.07	2.97	3.08	2.93	3.04
Inexpensive restaurants	3.05	2.95*	3.04	3.05	3.11	3.11	3.15	3.02
Mountainous areas	3.05	3.09*	3.00	2.76	3.13	3.00	3.00	3.27
Wide open spaces	2.97	2.99*	2.66	2.99	2.80	2.91	2.94	3.07
Interesting local people	2.90	2.79*	2.95	3.00	2.92	2.75	2.83	3.07
Interesting small towns and villages	2.88	2.83*	2.72	2.75	3.05	2.75	2.54	3.01
Outdoor activities such as hiking, climbing	2.87	2.65*	2.75	2.78	2.84	2.73	2.80	2.69
Campgrounds and trailer parks	2.87	2.83*	2.77	3.08	3.19	2.87	2.92	2.97
Local cuisine	2.65	2.75*	2.67	2.61	2.79	2.49	2.37	2.80
Resort areas	2.65	2.64*	2.68	2.58	2.56	2.52	2.57	2.48
Historic old cities	2.64	2.55*	2.53	2.54	2.64	2.65	2.43	2.66
Shopping	2.60	2.87*	2.73	2.89	2.39	2.71	2.90	2.80
Local crafts and handiwork	2.60	2.53*	2.45	2.61	2.82	2.67	2.43	2.66
High quality restaurants	2.58	2.69*	2.55	2.51	2.68	2.57	2.41	2.46
Culture different from my own	2.55	2.43*	2.51	2.50	2.66	2.48	2.36	2.71
Public transportation	2.51	2.47*	2.34	2.25	2.39	2.30	2.32	2.44
Variety of short guided excursions/tours	2.50	2.55*	2.64	2.33	2.49	2.58	2.35	2.47
Local festivals	2.49	2.39*	2.42	2.35	2.50	2.47	2.53	2.61
Historical, archaeological or military sites	2.49	2.35*	2.44	2.27	2.75	2.41	2.30	2.36
Fast food restaurants	2.43	2.36*	2.69	2.42	2.52	2.57	2.56	2.38
Museums and art galleries	2.43	2.34*	2.28	2.17	2.56	2.53	2.47	2.39
Unique or different native cultures	2.41	2.32*	2.28	2.26	2.52	2.50	2.00	2.53
Amusement or theme parks	2.41	2.48*	2.43	2.43	2.40	2.39	2.46	2.42
Fishing	2.37	2.25*	2.37	2.37	2.28	2.49	2.79	2.83
Exotic atmosphere	2.34	2.34*	2.29	2.18	2.21	2.29	2.35	2.25
Seaside	2.33	1.94*	1.96	2.19	2.33	2.18	2.05	2.24
Water sports	2.31	2.06*	2.47	2.37	2.47	2.11	2.18	2.40
Nightlife and entertainment	2.25	2.18*	2.46	1.95	2.02	2.13	2.32	2.29
Live theatre and concerts	2.22	2.19*	2.28	2.03	2.20	1.96	2.20	2.16
First class hotels	2.12	2.31*	2.42	2.05	2.12	1.98	2.05	2.18
Spectator sporting events	2.09	1.92*	2.26	2.00	2.16	2.11	2.10	2.07
Downhill skiing	2.08	1.86*	2.12	1.83	2.28	2.08	1.95	1.98
R.V. parks	1.97	2.17*	2.14	2.75	2.40	2.02	2.18	2.09
Big modern cities	1.96	2.12*	2.21	1.75	1.79	1.79	2.04	1.85
Cross-country skiing	1.77	1.50*	1.56	1.46	1.73	1.43	1.83	1.63
Golf	1.71	1.82*	1.72	1.55	1.86	1.75	1.59	1.63
Hunting	1.61	1.68*	1.84	1.65	1.70	1.55	1.90	2.09
Casinos and gambling	1.46	1.46*	1.57	1.44	1.36	1.70	1.33	1.49
Tennis	1.31	1.24*	1.44	1.29	1.17	1.31	1.28	1.25
Total Visitor Trips²	14,026,200	663,900*	432,400	238,800	1,165,200	1,091,200	965,100	637,900

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Exhibit 49f: Factors of Importance in Selecting a Vacation Destination - Visitor Origin - Overnight Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Factors of Importance ¹
3.57	3.62*	3.59	3.60	2.60*	3.64	3.72	3.61	Standards of hygiene and cleanliness
3.39	3.67*	3.68	3.64	3.87*	3.52	3.57	3.60	Scenery
3.39	3.39*	3.63	3.56	3.20*	3.43	3.56	3.60	Personal safety
3.37	3.37*	3.50	3.61	3.72*	3.24	3.71	3.54	Environmental quality of air, water and oil
3.30	3.30*	3.46	3.52	3.05*	3.33	3.54	3.46	Warm, sunny climate
3.43	3.43*	3.40	3.40	3.33*	3.33	3.38	3.40	Warm/friendly welcome for tourists
3.38	3.38*	3.39	3.40	3.55*	3.19	3.11	3.38	Inexpensive travel
3.24	3.24*	3.36	3.40	3.54*	3.27	3.25	3.37	Lakes and rivers
3.14	3.14*	3.31	3.47	3.78*	3.14	3.16	3.34	Wilderness and undisturbed nature
3.20	3.27*	3.34	3.33	2.76*	3.12	3.36	3.31	Reliable weather
3.15	3.15*	3.35	3.34	3.75*	3.18	3.20	3.28	Opportunities to increase knowledge
3.17	3.07*	3.21	3.37	3.36*	2.98	3.04	3.27	Budget accommodations
3.08	3.08*	3.22	3.16	3.52*	2.99	3.13	3.17	Chance to see different wildlife and birds
3.06	3.06*	3.17	3.27	3.53*	3.05	2.97	3.17	National parks
3.02	3.02*	3.18	3.13	3.06*	3.18	3.38	3.10	Beaches for swimming and sunning
2.93	2.93*	2.99	3.14	3.17*	2.92	2.86	3.05	Inexpensive restaurants
2.73	2.90*	3.09	3.11	3.62*	2.85	2.83	3.05	Mountainous areas
2.61	2.61*	3.07	3.06	3.63*	2.81	2.79	2.97	Wide open spaces
2.81	2.81*	2.99	2.97	3.67*	2.70	2.56	2.90	Interesting local people
2.59	2.59*	2.94	2.95	3.09*	2.74	2.97	2.88	Interesting small towns and villages
2.58	2.58*	2.98	3.03	3.57*	2.53	2.62	2.87	Outdoor activities such as hiking, climbing
2.74	2.74*	2.81	2.84	2.75*	3.01	2.69	2.87	Campgrounds and trailer parks
2.42	2.42*	2.60	2.72	2.94*	2.67	2.67	2.65	Local cuisine
2.40	2.40*	2.68	2.75	1.81*	2.35	2.86	2.65	Resort areas
2.37	2.44*	2.71	2.72	2.64*	2.52	2.62	2.64	Historic old cities
2.77	2.71*	2.61	2.46	1.65*	2.55	2.61	2.60	Shopping
2.40	2.40*	2.59	2.54	3.07*	2.61	2.77	2.60	Local crafts and handiwork
2.58	2.66*	2.54	2.63	1.77*	2.48	2.76	2.58	High quality restaurants
2.47	2.47*	2.44	2.63	3.39*	2.53	2.67	2.55	Culture different from my own
2.57	2.57*	2.57	2.69	2.91*	2.14	2.48	2.51	Public transportation
2.48	2.48*	2.47	2.53	2.51*	2.43	2.60	2.50	Variety of short guided excursions/tours
2.46	2.46*	2.43	2.57	2.62*	2.54	2.40	2.49	Local festivals
2.44	2.44*	2.53	2.55	3.12*	2.34	2.41	2.49	Historical, archaeological or military sites
2.37	2.37*	2.47	2.38	1.78*	2.51	2.19	2.43	Fast food restaurants
2.36	2.36*	2.29	2.53	2.82*	2.45	2.40	2.43	Museums and art galleries
2.30	2.30*	2.39	2.49	3.20*	2.36	2.40	2.41	Unique or different native cultures
2.58	2.58*	2.37	2.42	1.57*	2.53	2.44	2.41	Amusement or theme parks
2.65	2.65*	2.19	2.36	1.73*	2.31	2.35	2.37	Fishing
2.13	2.13*	2.27	2.52	3.10*	2.21	2.28	2.34	Exotic atmosphere
2.04	2.63*	2.43	2.49	2.89*	2.17	2.40	2.33	Seaside
2.44	2.44*	2.22	2.48	2.68*	2.32	2.10	2.31	Water sports
2.09	2.25*	2.23	2.36	2.05*	1.94	2.38	2.25	Nightlife and entertainment
2.14	2.14*	2.21	2.25	2.50*	2.22	2.48	2.22	Live theatre and concerts
2.16	2.16*	2.11	2.12	1.48*	2.02	2.19	2.12	First class hotels
2.32	2.32*	2.07	2.12	1.42*	2.24	1.97	2.09	Spectator sporting events
1.81	1.81*	1.90	2.28	2.48*	1.84	2.19	2.08	Downhill skiing
2.05	2.05*	1.87	1.75	1.21*	2.07	1.90	1.97	R.V. parks
1.89	2.08*	1.97	1.99	1.68*	1.86	2.05	1.96	Big modern cities
1.39	1.39*	1.81	1.94	2.49*	1.74	1.79	1.77	Cross-country skiing
1.82	1.83*	1.79	1.58	1.23*	1.79	1.85	1.71	Golf
2.08	2.08*	1.47	1.51	1.09*	1.73	1.49	1.61	Hunting
1.48	1.48*	1.53	1.38	1.30*	1.54	1.47	1.46	Casinos and gambling
1.22	1.26*	1.43	1.29	1.33*	1.23	1.24	1.31	Tennis
311,500	24,000*	3,317,600	3,748,400	64,600*	379,100	986,500	14,026,200	Total Visitor Trips²

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Exhibit 50a: Factors of Importance in Selecting a Vacation Destination - Season Trip Ended - Total Visitor Trips

Factors of Importance¹	Total	Spring (Apr.15 - June14)	Summer (June 15 - Sept.8)	Fall (Sept.9 - Oct.31)	Winter (Nov.1 - Apr.14)
Standards of hygiene and cleanliness	3.65	3.72	3.64	3.70	3.63
Personal safety	3.60	3.64	3.57	3.61	3.60
Scenery	3.58	3.62	3.60	3.64	3.55
Environmental quality of air, water and soil	3.53	3.54	3.52	3.55	3.53
Warm, sunny climate	3.43	3.40	3.44	3.34	3.46
Warm/friendly welcome for tourists	3.40	3.39	3.38	3.44	3.41
Inexpensive travel	3.37	3.29	3.35	3.35	3.41
Lakes and rivers	3.35	3.28	3.35	3.42	3.35
Opportunities to increase knowledge	3.34	3.40	3.33	3.43	3.30
Reliable weather	3.32	3.25	3.32	3.23	3.36
Wilderness and undisturbed nature	3.31	2.28	3.30	3.35	3.31
Budget accommodations	3.28	3.31	3.25	3.33	3.27
Chance to see different wildlife and birds	3.23	3.23	3.21	3.30	3.21
National parks	3.15	3.14	3.09	3.19	3.18
Inexpensive restaurants	3.09	3.03	3.01	3.11	3.14
Beaches for swimming and sunning	3.01	2.99	3.05	2.96	3.00
Mountainous areas	3.00	2.96	3.01	3.06	3.00
Wide open spaces	2.97	2.96	2.95	3.03	2.97
Interesting small towns and villages	2.91	3.00	2.84	2.93	2.91
Interesting local people	2.90	2.92	2.84	2.91	2.93
Outdoor activities such as hiking, climbing	2.85	2.79	2.84	2.90	2.85
Campgrounds and trailer parks	2.84	2.87	2.83	2.80	2.86
Historic old cities	2.67	2.66	2.65	2.69	2.68
Local cuisine	2.66	2.72	2.58	2.60	2.69
Local crafts and handiwork	2.65	2.69	2.61	2.68	2.65
Shopping	2.63	2.64	2.51	2.63	2.69
Resort areas	2.62	2.60	2.52	2.51	2.71
High quality restaurants	2.58	2.65	2.54	2.58	2.59
Culture different from my own	2.58	2.61	2.51	2.71	2.57
Historical, archaeological or military sites	2.57	2.53	2.62	2.70	2.52
Variety of short guided excursions/tours	2.51	2.59	2.48	2.57	2.49
Museums and art galleries	2.51	2.50	2.51	2.58	2.48
Local festivals	2.49	2.62	2.43	2.47	2.50
Fast food restaurants	2.47	2.39	2.45	2.50	2.50
Public transportation	2.46	2.51	2.32	2.44	2.53
Unique or different native cultures	2.45	2.46	2.40	2.52	2.46
Amusement or theme parks	2.40	2.30	2.35	2.48	2.45
Fishing	2.38	2.39	2.48	2.39	2.33
Water sports	2.33	2.23	2.36	2.31	2.35
Exotic atmosphere	2.29	2.24	2.31	2.25	2.30
Seaside	2.29	2.25	2.29	2.17	2.33
Live theatre and concerts	2.20	2.30	2.21	2.25	2.14
Spectator sporting events	2.18	2.21	2.08	2.21	2.23
First class hotels	2.16	2.18	2.09	2.12	2.21
Nightlife and entertainment	2.15	2.22	2.07	2.09	2.20
R.V. parks	2.01	2.03	1.97	2.03	2.02
Downhill skiing	1.99	1.86	1.97	2.00	2.03
Big modern cities	1.88	1.90	1.84	1.83	1.91
Cross-country skiing	1.71	1.67	1.67	1.81	1.71
Golf	1.69	1.65	1.70	1.67	1.71
Hunting	1.67	1.61	1.64	1.74	1.69
Casinos and gambling	1.48	1.53	1.43	1.42	1.51
Tennis	1.30	1.30	1.32	1.17	1.33
Total Visitor Trips²	41,090,100	5,861,100	10,932,100	5,359,400	18,937,500

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 50b: Factors of Importance in Selecting a Vacation Destination - Season Trip Ended - Same Day Visitor Trips

Factors of Importance¹	Total	Spring (Apr.15 - June 14)	Summer (June 15 - Sept.8)	Fall (Sept.9 - Oct.31)	Winter (Nov.1 - Apr.14)
Standards of hygiene and cleanliness	3.67	3.76	3.62	3.74	3.66
Personal safety	3.60	3.70	3.53	3.64	3.58
Scenery	3.57	3.62	3.59	3.70	3.52
Environmental quality of air, water and soil	3.53	3.58	3.46	3.55	3.54
Warm, sunny climate	3.42	3.36	3.44	3.35	3.44
Warm/friendly welcome for tourists	3.41	3.39	3.37	3.50	3.41
Inexpensive travel	3.37	3.27	3.31	3.35	3.42
Opportunities to increase knowledge	3.36	3.44	2.32	3.46	3.33
Lakes and rivers	3.34	3.26	3.30	3.44	3.36
Reliable weather	3.32	3.20	3.31	3.26	3.37
Wilderness and undisturbed nature	3.29	3.28	3.28	2.36	3.28
Budget accommodations	3.28	3.29	3.26	3.39	3.26
Chance to see different wildlife and birds	3.26	3.26	3.18	3.35	3.27
National parks	3.15	3.12	3.05	3.20	3.19
Inexpensive restaurants	3.10	3.04	3.04	3.17	3.14
Mountainous areas	2.98	2.92	2.97	3.06	2.97
Wide open spaces	2.97	2.97	2.90	3.08	2.97
Beaches for swimming and sunning	2.96	2.94	3.00	2.92	2.95
Interesting small towns and villages	2.92	3.01	2.84	3.00	2.90
Interesting local people	2.90	2.97	2.77	2.92	2.93
Campgrounds and trailer parks	2.83	2.88	2.70	2.87	2.86
Outdoor activities such as hiking, climbing	2.83	2.76	2.76	2.92	2.87
Historic old cities	2.69	2.67	2.64	2.73	2.70
Local crafts and handiwork	2.67	2.75	2.61	2.69	2.68
Local cuisine	2.66	2.72	2.61	2.58	2.69
Shopping	2.64	2.65	2.52	2.66	2.69
Historical, archaeological or military sites	2.61	2.52	2.70	2.76	2.56
Culture different from my own	2.60	2.63	2.44	2.79	2.61
Resort areas	2.60	2.60	2.45	2.49	2.69
High quality restaurants	2.58	2.64	2.56	2.58	2.58
Museums and art galleries	2.55	2.52	2.58	2.61	2.52
Variety of short guided excursions/tours	2.51	2.62	2.44	2.61	2.49
Local festivals	2.49	2.64	2.36	2.50	2.50
Fast food restaurants	2.49	2.38	2.45	2.60	2.51
Unique or different native cultures	2.47	2.49	2.32	2.55	2.51
Public transportation	2.44	2.56	2.30	2.42	2.47
Amusement or theme parks	2.40	2.30	2.32	2.57	2.42
Fishing	2.39	2.42	2.51	2.40	2.32
Water sports	2.34	2.19	2.35	2.30	2.38
Seaside	2.27	2.23	2.22	2.15	2.33
Exotic atmosphere	2.26	2.20	2.30	2.24	2.27
Spectator sporting events	2.23	2.26	2.11	2.26	2.27
Live theatre and concerts	2.18	2.32	2.23	2.28	2.10
First class hotels	2.18	2.19	2.20	2.09	2.20
Nightlife and entertainment	2.11	2.18	2.07	2.07	2.12
R.V. parks	2.03	2.03	1.87	2.07	2.09
Downhill skiing	1.94	1.76	1.96	1.99	1.97
Big modern cities	1.84	1.88	1.81	1.77	1.86
Hunting	1.71	1.61	1.67	1.79	1.73
Cross-country skiing	1.68	1.62	1.63	1.82	1.68
Golf	1.68	1.61	1.71	1.65	1.70
Casinos and gambling	1.49	1.56	1.43	1.44	1.51
Tennis	1.30	1.30	1.32	1.14	1.33
Total Visitor Trips²	27,063,900	3,854,700	6,073,700	3,637,800	13,497,800

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 50c: Factors of Importance in Selecting a Vacation Destination - Season Trip Ended - Overnight Visitor Trips

Factors of Importance¹	Total	Spring (Apr.15 - June 14)	Summer (June 15 - Sept.8)	Fall (Sept.9 - Oct.31)	Winter (Nov.1 - Apr.14)
Standards of hygiene and cleanliness	3.61	3.64	3.66	3.62	3.55
Scenery	3.60	3.64	3.60	3.51	3.61
Personal safety	3.60	3.54	3.62	3.55	3.63
Environmental quality of air, water and soil	3.54	3.46	3.59	3.55	3.51
Warm, sunny climate	3.46	3.46	3.45	3.31	3.50
Warm/friendly welcome for tourists	3.40	3.38	3.39	3.33	3.43
Inexpensive travel	3.38	3.32	3.41	3.34	3.38
Lakes and rivers	3.37	3.34	3.42	3.39	3.33
Wilderness and undisturbed nature	3.34	3.27	3.33	3.32	3.38
Reliable weather	3.31	3.35	3.33	3.16	3.34
Opportunities to increase knowledge	3.28	3.30	3.34	3.36	3.20
Budget accommodations	3.27	3.35	3.25	3.23	3.28
Chance to see different wildlife and birds	3.17	3.16	3.26	3.20	3.08
National parks	3.17	3.19	3.16	3.17	3.17
Beaches for swimming and sunning	3.10	3.10	3.10	3.05	3.12
Inexpensive restaurants	3.05	3.03	2.98	2.99	3.13
Mountainous areas	3.05	3.04	3.04	3.06	3.06
Wide open spaces	2.97	2.92	3.01	2.92	2.97
Interesting local people	2.90	2.82	2.91	2.89	2.93
Interesting small towns and villages	2.88	2.98	2.83	2.77	2.93
Outdoor activities such as hiking, climbing	2.87	2.85	2.93	2.84	2.82
Campgrounds and trailer parks	2.87	2.84	2.99	2.67	2.84
Local cuisine	2.65	2.72	2.56	2.65	2.70
Resort areas	2.65	2.59	2.60	2.55	2.74
Historic old cities	2.64	2.65	2.66	2.61	2.64
Shopping	2.60	2.63	2.51	2.55	2.70
Local crafts and handiwork	2.60	2.58	2.62	2.67	2.57
High quality restaurants	2.58	2.67	2.51	2.58	2.63
Culture different from my own	2.55	2.55	2.60	2.54	2.50
Public transportation	2.51	2.43	2.35	2.49	2.68
Variety of short guided excursions/tours	2.50	2.53	2.52	2.48	2.49
Local festivals	2.49	2.57	2.50	2.41	2.48
Historical, archaeological or military sites	2.49	2.56	2.52	2.57	2.42
Fast food restaurants	2.43	2.41	2.44	2.30	2.48
Museums and art galleries	2.43	2.47	2.42	2.52	2.39
Unique or different native cultures	2.41	2.41	2.49	2.45	2.32
Amusement or theme parks	2.41	2.30	2.39	2.29	2.51
Fishing	2.37	2.34	2.44	2.36	2.33
Exotic atmosphere	2.34	2.32	2.33	2.27	2.38
Seaside	2.33	2.29	2.39	2.23	2.31
Water sports	2.31	2.30	2.37	2.31	2.27
Nightlife and entertainment	2.25	2.30	2.09	2.15	2.40
Live theatre and concerts	2.22	2.24	2.18	2.18	2.25
First class hotels	2.12	2.15	1.97	2.18	2.23
Spectator sporting events	2.09	2.12	2.03	2.11	2.13
Downhill skiing	2.08	2.04	1.98	2.02	2.19
R.V. parks	1.97	2.01	2.10	1.96	1.84
Big modern cities	1.96	1.94	1.88	1.95	2.03
Cross-country skiing	1.77	1.75	1.72	1.78	1.81
Golf	1.71	1.73	1.70	1.71	1.73
Hunting	1.61	1.62	1.60	1.62	1.60
Casinos and gambling	1.46	1.47	1.43	1.39	1.51
Tennis	1.31	1.29	1.33	1.23	1.32
Total Visitor Trips²	14,026,200	2,006,500	4,858,400	1,721,600	5,439,700

¹ Based on a scale of 1 to 4, where 4 equals 'very important' and 1 equals 'not at all important'; exhibit presents average ratings.

² Estimates of importance factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Section L

Average Rating of Alberta

Respondents were asked to rate the province as a whole on 35 tourism-related attributes. These items were rated on a 1 to 5 scale where 1 equals 'very poor' and 5 equals 'very good'. The exhibits in this section show the average ratings for each attribute.

Top rated attributes in Alberta

All attributes were rated positively (i.e. rated higher than 3.0). The top ten most highly rated items were:

- scenery (rating of 4.77)
- downhill skiing (4.67)
- National Parks (4.61)
- cross country skiing (4.51)
- outdoor activities (4.50)
- variety of things to see and do (4.41)
- personal safety (4.32)
- standards of hygiene and cleanliness (4.26)
- golfing (4.23) and
- hunting (4.21).

Attributes related to expenses received the lowest ratings, although on a scale of 1 to 5, they were still rated fairly high. Four of the following five lowest rated attributes were related to travel expenses:

- value for vacation money (3.67);
- inexpensive restaurants (3.66);
- water sports (3.63);
- budget accommodations (3.54); and
- inexpensive travel in Alberta (3.54).

There was little variation in the ratings between same day and overnight visitors, although overnight visitors tended to rate most attributes slightly more positively than same day visitors.

Alberta's scenery was rated the highest among the 35 attributes by visitors from all tourism zones, with the exception of the Gateway and Banff National Park Tourism Zones. For visitors from both of these zones, Alberta's downhill skiing product was rated the highest and scenery was ranked second.

It is important to note that although standards of hygiene and cleanliness was rated as the most important factor when selecting a vacation destination (see Section K), the standards of hygiene and cleanliness of Alberta was ranked eighth. Conversely, downhill skiing was rated quite low in terms of importance when selecting a vacation destination (47th out of 53), yet Alberta's downhill skiing product was rated the second highest.

Exhibit 51a: Average Rating of Alberta - Visitor Origin - Total Visitor Trips

Average Ratings ¹	Total	David						
		Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Scenery	4.77	4.82	4.59	4.79	4.85	4.73	4.82	4.76
Downhill skiing	4.67	4.55	4.68	4.78	4.73	4.72	4.62	4.54
National Parks	4.61	4.70	4.38	4.58	4.65	4.52	4.45	4.57
Cross country skiing	4.51	4.42	4.22	4.70	4.52	4.47	4.46	4.37
Outdoor activities	4.50	4.48	4.45	4.51	4.48	4.39	4.39	4.48
Variety of things to see and do	4.41	4.51	4.28	4.45	4.52	4.51	4.43	4.43
Personal safety	4.32	4.39	4.21	4.29	4.31	4.26	4.30	4.31
Standards of hygiene and cleanliness	4.26	4.32	3.99	4.28	4.32	4.24	4.21	4.22
Golfing	4.23	4.25	4.17	4.24	4.33	4.09	4.31	4.23
Hunting	4.21	4.38	4.50	4.21	4.24	4.24	4.33	4.38
Shopping	4.18	4.18	4.16	4.23	4.12	4.08	4.20	4.37
High quality restaurants	4.15	4.26	3.85	4.42	4.21	4.29	4.10	4.11
First class hotels	4.15	4.23	4.14	4.28	4.16	4.20	4.19	4.02
Fishing	4.12	4.08	4.40	4.17	4.11	4.00	4.32	4.20
Campground and trailer parks	4.06	4.10	3.63	4.19	4.15	3.86	4.18	4.07
Spectator sporting events	4.05	3.95	4.29	4.05	4.09	3.98	4.07	4.21
Things I like to do on vacation	4.03	4.02	3.93	4.09	4.20	4.13	4.13	4.03
Interesting and friendly local people	3.98	3.91	3.89	4.09	4.03	3.99	3.98	3.94
Local festivals	3.97	3.87	3.85	3.98	3.85	3.92	4.05	4.22
Seeing different wildlife and birds	3.92	4.12	3.93	3.73	3.96	3.97	3.98	3.81
Special events	3.91	3.98	3.76	3.96	4.01	3.90	3.94	3.99
Museums and art galleries	3.90	3.91	3.58	3.98	3.91	3.93	3.94	3.97
R.V. parks	3.89	3.84	3.78	4.14	4.10	3.83	3.86	3.86
Live theatre and concerts	3.87	3.79	3.53	3.98	3.97	3.78	4.03	3.89
Historical or archaeological sites	3.86	4.14	4.20	3.71	3.88	3.94	3.88	3.81
Public transportation	3.83	3.91	3.89	3.95	4.06	3.73	3.52	3.68
Amusement/theme parks	3.75	3.77	3.53	3.88	3.74	3.86	3.90	3.82
Nightlife and entertainment	3.73	3.83	3.56	3.79	3.87	3.79	3.66	3.79
Service in restaurants/hotels	3.73	3.61	3.57	3.99	3.64	3.73	3.76	3.73
Unique or different native cultures	3.72	3.89	3.68	3.88	3.82	3.55	3.78	3.72
Value for vacation money	3.67	3.72	3.39	3.74	3.68	3.58	3.72	3.61
Inexpensive restaurants	3.66	3.72	3.65	3.89	3.73	3.51	3.73	3.71
Water sports	3.63	3.79	4.13	3.77	3.74	3.58	3.96	3.78
Budget accommodations	3.54	3.51	3.27	3.76	3.53	3.59	3.62	3.56
Inexpensive travel in Alberta	3.54	3.67	3.42	3.52	3.56	3.39	3.57	3.37
Total Visitor Trips²	41,090,100	3,912,400	1,317,200	1,033,500	3,420,600	4,695,500	2,958,600	1,972,700

¹ Based on a scale of 1 to 5 where 5 equals 'very good'; and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 51b: Average Rating of Alberta - Visitor Origin - Total Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Average Ratings ¹
4.64	4.87	4.83	4.75	4.82	4.62	4.63	4.77	Scenery
4.19	4.74	4.76	4.74	4.87	4.34	4.57	4.67	Downhill skiing
4.21	4.80	4.74	4.68	4.62	4.49	4.47	4.61	National Parks
4.26	4.64	4.65	4.53	4.76	4.46	4.47	4.51	Cross country skiing
4.16	4.74	4.71	4.50	4.76	4.40	4.23	4.50	Outdoor activities
4.36	4.44	4.38	4.34	4.25	4.34	4.29	4.41	Variety of things to see and do
4.18	4.23	4.38	4.35	4.39	4.11	4.25	4.32	Personal safety
4.19	4.19	4.35	4.27	4.09	4.23	4.14	4.26	Standards of hygiene and cleanliness
4.25	4.17	4.24	4.24	4.26	4.33	4.12	4.23	Golfing
4.02	3.90	4.02	4.21	4.07	4.13	4.06	4.21	Hunting
4.28	4.09	4.14	4.27	3.73	4.12	4.16	4.18	Shopping
3.98	4.06	4.14	4.10	3.89	4.05	4.08	4.15	High quality restaurants
4.13	4.23	4.13	4.16	4.01	3.97	4.07	4.15	First class hotels
3.84	3.97	4.10	4.12	4.18	4.13	4.02	4.12	Fishing
3.90	4.18	4.10	4.13	3.93	4.16	4.06	4.06	Campground and trailer parks
3.95	3.79	4.09	4.10	3.82	3.84	3.96	4.05	Spectator sporting events
3.96	4.15	3.96	4.02	4.00	4.04	3.86	4.03	Things I like to do on vacation
3.93	3.99	4.13	3.87	3.97	4.11	3.84	3.98	Interesting and friendly local people
3.50	3.87	4.04	4.10	3.63	3.92	3.87	3.97	Local festivals
3.55	4.14	3.94	3.86	3.95	3.78	3.83	3.92	Seeing different wildlife and birds
3.77	3.69	3.92	3.93	3.66	3.95	3.73	3.91	Special events
3.83	3.82	3.94	3.89	3.94	3.74	3.90	3.90	Museums and art galleries
3.78	3.92	3.95	3.83	4.08	3.93	3.81	3.89	R.V. parks
3.60	3.64	3.90	3.92	3.81	3.79	3.79	3.87	Live theatre and concerts
3.69	3.63	3.76	3.83	3.72	3.78	3.68	3.86	Historical or archaeological sites
3.63	3.58	4.01	3.81	3.60	3.69	3.53	3.83	Public transportation
3.59	3.53	3.67	3.74	3.24	3.61	3.78	3.75	Amusement/theme parks
3.67	3.58	3.76	3.65	3.51	3.73	3.56	3.73	Nightlife and entertainment
3.66	3.58	3.87	3.75	3.55	3.68	3.49	3.73	Service in restaurants/hotels
3.39	3.48	3.77	3.74	3.54	3.73	3.50	3.72	Unique or different native cultures
3.57	3.62	3.69	3.70	3.49	3.78	3.65	3.67	Value for vacation money
3.44	3.45	3.65	3.67	3.30	3.83	3.61	3.66	Inexpensive restaurants
3.56	3.52	3.31	3.65	3.15	3.64	3.70	3.63	Water sports
3.42	3.44	3.52	3.54	3.08	3.56	3.65	3.54	Budget accommodations
3.17	3.36	3.64	3.61	3.12	3.46	3.37	3.54	Inexpensive travel in Alberta
1,077,000	97,400	8,950,300	7,392,200	191,500	1,138,500	2,932,800	41,090,100	Total Visitor Trips²

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Exhibit 51c: Average Rating of Alberta - Visitor Origin - Same Day Visitor Trips

Average Ratings ¹	Total	David						
		Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Scenery	4.77	4.84	4.47	4.79	4.83	4.69	4.92	4.73
Downhill skiing	4.65	4.55	4.72*	4.82*	4.70	4.72	4.74*	4.51*
National Parks	4.60	4.73	4.27	4.60	4.66	4.50	4.52	4.58
Cross country skiing	4.52	4.41*	4.09*	4.78*	4.60*	4.49*	4.63*	4.39*
Outdoor activities	4.49	4.49	4.41	4.56	4.46	4.39	4.51*	4.43
Variety of things to see and do	4.42	4.52	4.23	4.43	4.57	4.51	4.50	4.42
Personal safety	4.29	4.41	4.14	4.31	4.26	4.26	4.32*	4.28
Hunting	4.27	4.48*	4.51*	4.36*	4.35*	4.34*	4.41*	4.36*
Golfing	4.23	4.22*	4.07*	4.26*	4.43*	4.07*	4.41*	4.25*
Standards of hygiene and cleanliness	4.23	4.34	3.82	4.32	4.32	4.22	4.25	4.13
Shopping	4.15	4.19	4.05	4.23	4.08	4.04	4.15	4.44
High quality restaurants	4.15	4.26	3.66	4.46	4.19	4.31	4.19*	4.08
Fishing	4.15	4.11	4.43*	4.29*	4.15	4.03	4.40*	4.24*
First class hotels	4.14	4.25*	4.05*	4.32*	4.23	4.21	4.27*	3.99*
Campground and trailer parks	4.06	4.17*	3.50	4.25	4.22	3.86	4.17*	4.01
Things I like to do on vacation	4.04	4.04	3.90	4.08	4.26	4.17	4.20	3.98
Spectator sporting events	4.04	3.97	4.33	4.09	4.18	3.95	4.05*	4.23
Interesting and friendly local people	3.99	3.91	3.89	4.13	3.96	4.01	4.17*	3.92
Local festivals	3.95	3.89	3.84	4.01	3.85	3.91	4.13*	4.31
Special events	3.92	4.02	3.80	4.00	4.06	3.92	3.98*	4.06
Seeing different wildlife and birds	3.92	4.17	3.86	3.73	3.94	4.00	3.96*	3.73
R.V. parks	3.90	3.90*	3.86*	4.22*	4.18*	3.84*	3.83*	3.79*
Museums and art galleries	3.90	3.90	3.44	4.00	3.89	3.95	4.04*	3.96
Historical or archaeological sites	3.87	4.15	4.28	3.74	3.86	3.93	3.95*	3.88
Live theatre and concerts	3.84	3.77	3.43*	4.01	4.03	3.75	4.12*	3.86*
Public transportation	3.78	3.89	3.83	3.99	4.10	3.71	3.39*	3.57
Amusement/theme parks	3.74	3.77	3.34	3.93	3.75	3.92	4.04*	3.82
Nightlife and entertainment	3.69	3.85	3.39*	3.80	3.82	3.74	3.80*	3.73*
Service in restaurants/hotels	3.69	3.60	3.46	4.05	3.56	3.74	3.81	3.69
Unique or different native cultures	3.69	3.95	3.71*	3.91	3.94	3.56	3.86*	3.71
Value for vacation money	3.66	3.80	3.31	3.81	3.71	3.58	3.75*	3.51
Inexpensive restaurants	3.63	3.75	3.57	3.96	3.75	3.48	3.76	3.65
Water sports	3.63	3.80*	4.20*	3.85*	3.65	3.56	3.95*	3.78*
Inexpensive travel in Alberta	3.52	3.81	3.35	3.58	3.55	3.40	3.65	3.17
Budget accommodations	3.50	3.53	3.16	3.79	3.47	3.59	3.62*	3.48
Total Visitor Trips²	27,063,900	3,248,500	884,800	794,700	2,255,400	3,604,300	1,993,500	1,334,800

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Exhibit 51d: Average Rating of Alberta - Visitor Origin - Same Day Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Average Ratings ¹
4.64	4.88	4.84	4.79	4.77	4.56*	4.61	4.77	Scenery
4.12*	4.72*	4.73	4.73	4.84	4.18*	4.49*	4.65	Downhill skiing
4.10	4.81	4.71	4.69	4.61	4.42*	4.50	4.60	National Parks
4.19*	4.61*	4.63	4.54	4.71*	4.42*	4.40*	4.52	Cross country skiing
4.14*	4.70	4.73	4.50	4.69	4.36*	4.15	4.49	Outdoor activities
4.36	4.40	4.38	4.34	4.17	4.26*	4.30	4.42	Variety of things to see and do
4.15	4.19	4.35	4.33	4.36	3.96*	4.19	4.29	Personal safety
3.96*	3.87*	4.04	4.20	4.08*	4.13*	4.10*	4.27	Hunting
4.18*	4.12*	4.25	4.20	4.21*	4.37*	4.07*	4.23	Golfing
4.27	4.15	4.30	4.16	4.26	4.20*	4.04	4.23	Standards of hygiene and cleanliness
4.24	4.04*	4.12	4.24	3.94	4.07*	4.04	4.15	Shopping
3.99	3.97*	4.11	4.05	3.89	4.09*	4.13	4.15	High quality restaurants
3.77*	3.96*	4.16	4.17	4.17*	4.20*	3.93	4.15	Fishing
4.14*	4.17*	4.09	4.16	3.93*	3.83*	3.99	4.14	First class hotels
3.88*	4.21*	4.10	4.06	4.14*	4.21*	4.04	4.06	Campground and trailer parks
3.97	4.19	3.99	4.00	3.78	4.03*	3.80	4.04	Things I like to do on vacation
3.94*	3.69*	4.04	4.06	3.79*	3.61*	3.99	4.04	Spectator sporting events
3.91	3.98	4.09	3.91	3.95	4.18*	3.79	3.99	Interesting and friendly local people
3.29*	3.85*	4.02	4.02	3.77*	3.76*	3.93	3.95	Local festivals
3.74*	3.64*	3.87	3.92	3.75*	3.87*	3.72	3.92	Special events
3.46*	4.16	3.92	3.91	3.90*	3.68*	3.79	3.92	Seeing different wildlife and birds
3.69*	3.93*	3.93	3.82	3.96*	3.96*	3.82	3.90	R.V. parks
3.74*	3.79*	3.91	3.93	3.92*	3.57*	3.92	3.90	Museums and art galleries
3.60*	3.53*	3.69	3.84	3.75*	3.73*	3.76	3.87	Historical or archaeological sites
3.53*	3.60*	3.84	3.90	3.88*	3.58*	3.77	3.84	Live theatre and concerts
3.57*	3.62*	3.98	3.73	3.84	3.60*	3.39	3.78	Public transportation
3.51	3.56*	3.58	3.73	3.16*	3.47*	3.84	3.74	Amusement/theme parks
3.60*	3.49*	3.70	3.47	3.55*	3.72*	3.53	3.69	Nightlife and entertainment
3.65	3.53	3.85	3.61	3.49	3.63*	3.44	3.69	Service in restaurants/hotels
3.26*	3.49*	3.59	3.58	3.62*	3.54*	3.46	3.69	Unique or different native cultures
3.52	3.59	3.74	3.58	3.63	3.79*	3.63	3.66	Value for vacation money
3.39	3.45	3.59	3.60	3.36	3.84*	3.55	3.63	Inexpensive restaurants
3.52*	3.54*	3.36	3.57	3.07*	3.52*	3.74*	3.63	Water sports
3.04	3.29	3.60	3.57	3.37*	3.41*	3.28	3.52	Inexpensive travel in Alberta
3.30	3.45*	3.49	3.39	3.25*	3.57*	3.65	3.50	Budget accommodations
765,500	73,500	5,632,700	3,643,700	127,000	759,300*	1,946,300	27,063,900	Total Visitor Trips²

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Exhibit 51e: Average Rating of Alberta - Visitor Origin - Overnight Visitor Trips

Average Ratings ¹	Total	David						
		Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
Scenery	4.76	4.73*	4.82	4.77	4.89	4.86	4.60	4.81
Downhill skiing	4.71	4.55*	4.62*	4.70*	4.79*	4.70*	4.43	4.60*
National Parks	4.63	4.57*	4.60	4.51	4.62	4.59	4.32	4.57
Outdoor activities	4.52	4.46*	4.55*	4.34*	4.53	4.41*	4.18	4.57
Cross country skiing	4.51	4.43*	4.47*	4.48*	4.37*	4.39*	4.16*	4.34*
Variety of things to see and do	4.39	4.45*	4.38	4.53	4.42	4.52	4.26	4.44
Personal safety	4.37	4.31*	4.36	4.21	4.40	4.28	4.27	4.37
Standards of hygiene and cleanliness	4.33	4.19*	4.33	4.14	4.31	4.29	4.11	4.40
Shopping	4.24	4.13*	4.39	4.20	4.19	4.23	4.31	4.24
Golfing	4.23	4.41*	4.39*	4.16*	4.12*	4.16*	4.08*	4.20*
First class hotels	4.16	4.18*	4.34*	4.15*	4.02*	4.18*	4.02*	4.09*
High quality restaurants	4.15	4.25*	4.25	4.27*	4.23	4.24	3.91	4.18
Hunting	4.10	3.91*	4.48*	3.70*	3.98*	3.86*	4.17*	4.42*
Spectator sporting events	4.09	3.83*	4.19*	3.93*	3.90*	4.09*	4.13	4.16*
Campground and trailer parks	4.08	3.80*	3.90	3.98*	4.01	3.85*	4.21	4.20
Fishing	4.05	3.93*	4.33*	3.82*	4.02*	3.91*	4.14	4.13*
Local festivals	4.01	3.73*	3.87*	3.88*	3.86*	3.96*	3.87	4.05
Things I like to do on vacation	4.00	3.91*	4.01	4.11	4.07	3.99	3.98	4.12
Interesting and friendly local people	3.97	3.91*	3.87	3.95	4.16	3.91	3.60	3.97
Public transportation	3.92	4.01*	4.04	3.85*	3.99*	3.79	3.80	3.91*
Live theatre and concerts	3.92	3.94*	3.66*	3.88*	3.86*	3.88*	3.85*	3.95*
Seeing different wildlife and birds	3.91	3.83*	4.08	3.71*	4.00	3.87	4.02	3.98
Museums and art galleries	3.91	3.93*	3.92*	3.89*	3.95	3.88*	3.72	4.01*
Special events	3.90	3.75*	3.66	3.83*	3.92*	3.86*	3.86	3.85
R.V. parks	3.88	3.64*	3.68*	3.95*	3.93*	3.79*	3.93*	3.98*
Historical or archaeological sites	3.84	4.07*	3.99*	3.63*	3.91	3.96*	3.74	3.64*
Service in restaurants/hotels	3.81	3.63*	3.82	3.81	3.80	3.70	3.66	3.80
Unique or different native cultures	3.80	3.54*	3.61*	3.76*	3.56*	3.50*	3.63*	3.74*
Nightlife and entertainment	3.80	3.75*	3.93*	3.76*	3.95*	3.93*	3.41	3.90*
Amusement/theme parks	3.76	3.80*	3.92	3.72*	3.72*	3.66*	3.61	3.83
Inexpensive restaurants	3.72	3.56*	3.82	3.64	3.69	3.62	3.68	3.82
Value for vacation money	3.67	3.30*	3.57	3.53	3.64	3.59	3.67	3.80
Water sports	3.64	3.76*	3.96*	3.48*	3.92*	3.68*	3.97*	3.76*
Budget accommodations	3.61	3.40*	3.49	3.63*	3.64	3.59	3.61	3.71
Inexpensive travel in Alberta	3.57	2.96*	3.55	3.33	3.57*	3.38	3.41	3.77
Total Visitor Trips²	14,026,200	663,900*	432,400	238,800	1,165,200	1,091,200	965,100	637,900

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Exhibit 51f: Average Rating of Alberta - Visitor Origin - Overnight Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Average Ratings ¹
4.66	4.86*	4.83	4.71	4.93*	4.72	4.66	4.76	Scenery
4.36*	4.82*	4.80	4.75	4.95*	4.64*	4.71*	4.71	Downhill skiing
4.46	4.76*	4.78	4.68	4.65*	4.59	4.42	4.63	National Parks
4.21	4.84*	4.68	4.50	4.90*	4.48	4.42*	4.52	Outdoor activities
4.40*	4.75*	4.67	4.53	4.85*	4.52*	4.58*	4.51	Cross country skiing
4.35	4.58*	4.39	4.35	4.42*	4.48	4.27	4.39	Variety of things to see and do
4.25	4.34*	4.45	4.37	4.44*	4.39	4.39	4.37	Personal safety
3.99	4.33*	4.44	4.38	3.74*	4.29	4.35	4.33	Standards of hygiene and cleanliness
4.39	4.25*	4.16	4.29	3.29*	4.19	4.41	4.24	Shopping
4.38*	4.32*	4.22	4.28	4.42*	4.27*	4.20*	4.23	Golfing
4.13*	4.43*	4.19	4.16	4.16*	4.18*	4.27*	4.16	First class hotels
3.97	4.34*	4.19	4.16	3.89*	3.98	3.96	4.15	High quality restaurants
4.14*	4.01*	4.00	4.22	4.07*	4.11*	4.00*	4.10	Hunting
3.96	4.08*	4.17	4.14	3.90*	4.18*	3.91*	4.09	Spectator sporting events
3.93	4.07*	4.09	4.20	3.59*	4.08	4.09*	4.08	Campground and trailer parks
3.97*	4.01*	3.99	4.07	4.22*	4.00	4.18*	4.05	Fishing
4.02	3.91*	4.08	4.17	3.37*	4.17	3.73*	4.01	Local festivals
3.93	4.01*	3.92	4.05	4.428	4.06	3.99	4.00	Things I like to do on vacation
3.98	4.03*	4.19	3.84	4.00*	3.97	3.95	3.97	Interesting and friendly local people
3.77	3.46*	4.05	3.90	3.13*	3.86	3.84*	3.92	Public transportation
3.70*	3.77*	4.00	3.93	3.70*	4.05*	3.85*	3.92	Live theatre and concerts
3.71	4.04*	3.98	3.81	4.04*	3.95	3.91*	3.91	Seeing different wildlife and birds
4.01	3.92*	3.99	3.85	4.00*	4.09	3.84*	3.91	Museums and art galleries
3.85	3.85*	4.01	3.93	3.52*	4.09	3.77*	3.90	Special events
3.97*	3.90*	3.99	3.84	4.36*	3.90*	3.80*	3.88	R.V. parks
3.86	3.96*	3.90	3.82	3.68*	3.89	3.52	3.84	Historical or archaeological sites
3.71	3.74*	3.91	3.89	3.66*	3.77	3.62	3.81	Service in restaurants/hotels
								Unique or different native cultures
3.63*	3.46*	4.05	3.88	3.42*	4.06*	3.57*	3.80	Nightlife and entertainment
3.81*	3.85*	3.84	3.81	3.43*	3.74*	3.62*	3.80	Amusement/theme parks
3.81	3.47*	3.83	3.76	3.53*	3.82*	3.68*	3.76	Inexpensive restaurants
3.56	3.45*	3.75	3.74	3.17*	3.83	3.74	3.72	Value for vacation money
3.70	3.73*	3.62	3.81	3.21*	3.76	3.70	3.67	Water sports
3.66*	3.46*	3.21	3.72	3.368	3.82*	3.66*	3.64	Budget accommodations
3.73	3.44*	3.58	3.68	2.70*	3.54	3.64	3.61	Inexpensive travel in Alberta
3.50	3.58*	3.70	3.66	2.70*	3.56	3.57	3.57	
311,500	24,000*	3,317,600	3,748,400	64,600*	379,100	986,500	14,026,200	Total Visitor Trips²

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

Section M

Trip Type with Main Destination in Alberta

In the mailback questionnaire, respondents were asked to select the trip type which best described a specific trip which they had taken. The trips which they were asked to respond to only included those which had a main destination in Alberta, and not any trips with a main destination outside the province. This resulted in a reduced trip base for this section of 39,640,400 total trips.

Trips were categorized into one of the seven following trip types:

An outdoors vacation: A vacation in a natural area where activities such as camping, fishing, hiking or rafting could be participated in.

A resort vacation: A trip to a resort or resort area where a wide variety of seasonal activities, such as swimming, skiing, golfing, tennis and so on, are available close by or on the premises.

A touring vacation: A vacation by car or bus or train through areas of scenic beauty, cultural or general interest.

A town or city trip: A trip to a town or a city where the following activities may be participated in: shopping, visiting museums, enjoying entertainment, dining, attending plays or concerts, or just strolling around and enjoying the city.

A visit to friends or relatives: A trip whose primary purpose was to visit and spend time with friends or relatives.

A business or convention trip: A trip to attend a meeting, seminar, conference or convention.

Business and pleasure: A trip that combines business and pleasure.

Visits to friends or relatives accounted for over one-third of all trips

Visiting friends and relatives was the most common trip type, accounting for 35% of all visitor trips. Town or city trips followed with 20%. The remaining visitor trips were classified as follows: business/pleasure (15%), outdoor vacation (15%), business/convention (5%), resort vacation (5%) and touring vacation (4%). (Note: 2% of trips were not classified by respondents).

Edmonton a favorite zone destination for town/city trips

Edmonton was a favourite zone to visit for town/city trips, accounting for 26% of all trips considered as town/city trips, followed by Calgary and District at 19%. Edmonton was also favoured for business/convention trips accounting for 25%* of all business/convention trips. Banff National Park was the only zone which received a significant number of resort vacation trips.

Town/city trips main purpose was shopping

Thirty-nine per cent of town or city trips were for the main purpose of shopping and 32% were for vacation/pleasure. Business/convention trips had the highest median expenditure at \$70.00 per person per trip.

People on trips to visit friends and relatives tended to visit a variety of zones. Calgary and District Tourism Zone was the most frequently visited zone on trips to visit friends and relatives (18%). This zone was followed by David Thompson Country (15%), Edmonton (15%) and Battle River (14%).

Outdoor, resort and touring vacations originated from Edmonton and Calgary and District

As shown in Exhibit 53, over 58% of outdoor vacations, resort vacations and touring vacations originated from the combined tourism zones of Edmonton and Calgary and District. Town/city trips and trips to visit friends and relatives were more likely to originate in zones other than Edmonton or Calgary and District.

In all seasons, a trip to visit friends and relatives was the most frequently reported trip type. Town/city trips were proportionately more likely to have taken place in the spring (21%) and winter (22%) than in the summer (16%) or fall (14%). The reverse was true for outdoor vacation trips which were proportionately more frequent in summer and fall (Exhibit 54).

Exhibit 52a: Trip Type¹ - Summary Profile - Total Visitor Trips with Main Destination in Alberta

	Total	Outdoor Vacation	Resort Vacation	Touring Vacation	Town/City Trip	Visit Friends/ Relatives	Business/ Convention	Business/ Pleasure
Volume of Visitor Trips								
Total visitor trips	39,640,400	5,763,400	1,877,500	1,514,500	7,762,300	13,926,200	2,006,100	5,817,000
Total household trips	22,667,700	3,160,700	1,077,100	826,000	4,434,800	7,426,600	1,755,400	3,418,600
Total party trips	19,156,000	2,295,500	704,200	632,300	3,764,700	6,645,200	1,538,300	3,069,000
Average travel party size	2.2	2.6	2.8	2.5	2.2	2.2	1.4	2.0
Total visitor nights ²	33,405,500	7,664,100	2,390,500	1,049,400	2,091,500	15,270,400	1,738,700	2,407,300
Length of Stay (excluding day trips)								
Average number of nights away from home	2.6	2.8	2.4	2.9	1.9	2.6	2.4	2.4
Average number of nights in Alberta	2.5	2.8	2.4	2.8	1.9	2.5	2.4	2.4
Main Purpose of Trip								
Visit friends/relatives	27.2	5.5*	**	**	9.3*	63.2	**	8.7*
Vacation/pleasure	35.5	89.6	91.5	81.5	32.2	13.8	**	19.3*
Business/pleasure	3.9	**	**	**	**	4.4*	**	9.6*
Business/convention	6.5	**	**	**	**	**	59.5	17.5*
Personal business	13.5	**	**	**	16.4	12.4	15.8*	27.6
Shopping	12.8	**	**	**	39.0	5.3*	**	15.5*
Total Visitor Trips	39,640,400	5,763,400	1,877,500	1,514,500	7,762,300	13,926,200	2,006,100	5,817,000
Tourism Zone(s) Visited³								
Chinook Country (Zone 1)	9.1	13.2*	**	**	8.4*	7.7*	**	11.3*
Gateway (Zone 2)	2.3*	**	**	**	**	**	**	**
Big Country (Zone 3)	4.4	6.1*	**	**	5.3*	4.5*	**	**
David Thompson Country (Zone 4)	11.5	13.2*	**	**	7.5*	15.1	**	9.7*
Battle River (Zone 5)	10.6	10.6*	**	**	8.6*	13.7	13.0*	6.8*
Lakeland (Zone 6)	7.6	7.3*	**	**	7.6*	6.1*	13.8*	13.0*
Evergreen (Zone 7)	5.1	11.6*	**	**	**	5.7*	**	**
Land of the Mighty Peace (Zone 8)	2.3*	**	**	**	**	2.8*	**	**
Jasper National Park (Zone 9)	2.0*	**	**	**	**	**	**	**
Calgary & District (Zone 10)	16.9	15.7*	**	20.9*	18.5	18.4	**	15.0*
Edmonton (Zone 11)	15.7	**	**	**	25.6	15.0	24.9*	20.1*
Banff National Park (Zone 12)	5.9	9.4*	38.7*	18.7*	5.8*	**	**	**
Game Country (Zone 13)	3.5	**	**	**	**	3.7*	**	6.1*
Land of the Midnight Twilight (Zone 14)	5.8	6.2*	**	**	**	7.6*	**	**
Total Visitor Trips	39,640,400	5,763,400	1,877,500	1,514,500	7,762,300	13,926,200	2,006,100	5,817,000
Expenditures in Alberta								
Median ⁴ per person per trip	\$38.00	\$30.00	\$50.00	\$45.00	\$42.50	\$30.00	\$70.00	\$49.00
Median ⁴ per person per day	\$30.00	\$20.00	\$39.00	\$27.50	\$40.00	\$22.50	\$50.00	\$40.00
Total Expenditures in								
Alberta (000's)	\$3,078,362.0	\$297,125.8	\$176,994.3	\$92,310.9	\$798,045.5	\$776,429.6	\$281,448.6	\$595,627.4

¹ Estimates of trip type numbers were collected from the mailbox questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

² A visitor night is one person spending one night in the province.

³ A zone was visited when a visitor indicated a specific location in the zone as their main destination in Alberta or stayed at least one night in the zone. A visitor could visit more than one zone while on their trip.

⁴ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 52b: Trip Type¹ - Summary Profile - Total Visitor Trips with Main Destination in Alberta

	Total	Outdoor Vacation	Resort Vacation	Touring Vacation	Town/City Trip	Visit Friends/ Relatives	Business/ Convention	Business/ Pleasure
Accommodation Used in Alberta	%	%	%	%	%	%	%	%
Friends/relatives	48.8	15.9*	**	19.3*	35.8	80.1	18.1*	40.6
Hotels/motels	20.5	**	41.6*	45.6*	59.2	7.9	75.4	49.1
Campgrounds	20.7	67.4	27.2*	35.1*	**	3.5*	**	**
Other fixed roof	8.7	12.5*	22.4*	**	**	7.4*	**	**
Other/not stated	1.4*	**	**	**	**	**	**	**
Total Visitor Nights²	28,791,100	6,604,700	2,061,400	904,000	1,802,300	13,160,400	1,497,100	2,075,800
Season Trip Ended	%	%	%	%	%	%	%	%
Spring (Apr.15 to June 14)	15.0	15.8*	**	**	16.1	13.6	16.4*	17.4*
Summer (June 15 to Sept.8)	24.4	35.3	21.3*	57.8	20.5	24.5	**	20.0*
Fall (Sept.9 to Oct.31)	13.8	19.4	**	**	10.2*	12.9	27.2*	11.1*
Winter (Nov.1 to Apr.14)	46.8	29.5	62.0*	16.1*	53.3	49.0	47.3	51.5
Total Household Trips	22,667,700	3,160,700	1,077,100	826,000	4,434,800	7,426,600	1,755,400	3,418,600
Mode(s) of Transportation Used on Trip	%	%	%	%	%	%	%	%
Private vehicle	91.1	85.6	92.4	86.7	93.1	92.1	92.9	91.3
RV/motorhome	1.4*	**	**	**	**	**	**	**
Other motor vehicle	3.9	7.2*	**	**	**	3.8*	**	**
Scheduled bus/coach	2.5*	} 6.5*	**	**	} 5.0*	2.6*	**	**
Airplane	1.1*		**	**		**	**	**
Other	2.4*		**	**		**	**	**
Total Household Trips	22,667,700	3,160,700	1,077,100	826,000	4,434,800	7,426,600	1,755,400	3,418,600
Entire Travel Party Composition	%	%	%	%	%	%	%	%
Individual	36.4	26.8	**	33.3*	33.6	32.2	76.2	43.2
Two adults	31.7	26.8	33.5*	25.7*	31.2	33.4	15.1*	37.0
3 or more adults - no children	6.4	14.4*	27.0*	**	6.0*	4.1*	**	**
Adult(s) with children	25.5	31.9	24.7*	29.7*	29.1	30.3	**	17.6*
Total Party Trips	19,156,000	2,295,500	704,200	632,300	3,764,700	6,645,200	1,538,300	3,069,000
Activities Participated in While in Alberta	%	%	%	%	%	%	%	%
Visiting friends and relatives	60.5	35.8	22.1*	26.5*	39.8	96.9	25.2*	61.1
Dining out in restaurants	44.4	22.1	59.9*	61.8	65.5	33.5	57.2	53.2
Resting and relaxing	44.0	74.3	55.7*	53.4*	26.5	54.9	**	18.1*
Shopping	38.2	11.3*	26.5*	31.7*	71.7	29.3	21.9*	55.0
Taking pictures or filming	28.6	59.0	45.2*	45.9*	15.8	27.4	**	18.7*
Sightseeing in the countryside	26.9	59.6	27.9*	69.6	14.4	25.0	**	12.6*
Personal errands (e.g. visit doctor)	22.6	7.0*	**	17.9*	32.1	17.0	19.2*	43.9
Viewing wildlife	21.7	61.5	34.5*	50.8*	9.0*	13.2	**	15.6*
Hiking/climbing	16.3	56.5	**	39.1*	6.5*	7.7*	**	8.1*
Visiting wilderness areas	14.9	54.4	**	35.4*	4.7*	7.5*	**	6.5*
Visiting mountainous areas	14.6	40.9	48.7*	38.1*	9.1*	5.7*	**	**
Sightseeing in cities	13.4	7.7*	24.2*	29.3*	21.7	10.6	**	11.9*
Swimming	12.2	23.6	36.7*	17.0*	10.3*	8.8	**	**
Visiting National Parks	11.0	18.0*	40.2*	31.5*	9.7*	6.6*	**	**
Birdwatching	10.1	27.8	**	16.8*	4.3*	7.9	**	**
Fishing	9.3	40.7	**	**	**	4.5*	**	**
Visiting West Edmonton Mall	8.6	**	**	**	16.4	6.6*	**	12.0*
Visiting Provincial Parks	8.6	30.0	**	**	**	4.0*	**	**
Visiting nightclubs	8.5	**	**	**	11.7*	8.8	**	**
Attending family affairs (e.g. weddings)	8.3	**	**	**	4.2*	15.1	**	7.1*
Attending sporting events	8.1	**	**	**	8.4*	8.6	**	11.7*
Attending local festivals, fairs	7.1	6.4*	**	**	10.7*	5.6*	**	6.5*
Attending business meeting	6.7	**	**	**	5.0*	**	44.8	17.9*
Boating	6.6	22.2	**	**	**	3.7*	**	**
Visiting galleries/museums	6.1	6.0*	**	26.4*	6.8*	5.7*	**	**
Visiting historical sites	5.6	8.1*	**	22.0*	5.6*	4.9*	**	**
Bicycling	5.5	14.5*	**	**	**	5.6*	**	**
Visiting vacation home/cottage	5.0	11.2*	**	**	**	6.0*	**	**
Downhill skiing	4.5	7.2*	39.6*	**	**	**	**	**
Horseback/trail riding	4.4	7.8*	**	**	**	6.6*	**	**
Visiting interpretive centres	4.0	10.7*	**	21.3*	**	**	**	**
Total Visitor Trips	39,640,400	5,763,400	1,877,500	1,514,500	7,762,300	13,926,200	2,006,100	5,817,000

¹ Estimates of trip type numbers were collected from the mailbox questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

² A visitor night is one person spending one night in Alberta.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 53: Trip Type¹ - Visitor Origin - Total Visitor Trips with Main Destination in Alberta

Visitor Origin	Total	Outdoor Vacation	Resort Vacation	Touring Vacation	Town/City Trip	Visit		
						Friends/ Relatives	Business/ Convention	Business/ Pleasure
	%	%	%	%	%	%	%	%
Chinook Country (Zone 1)	9.7	**	**	**	15.9	11.6	**	**
Gateway (Zone 2)	3.2	**	**	**	**	**	**	8.6*
Big Country (Zone 3)	2.6*	**	**	**	5.4*	**	**	**
David Thompson Country (Zone 4)	8.4	8.6*	**	**	6.5*	10.4	**	7.9*
Battle River (Zone 5)	11.6	**	**	**	18.3	8.8	**	19.8*
Lakeland (Zone 6)	7.2	**	**	**	9.2*	4.9*	14.3*	12.6*
Evergreen (Zone 7)	4.9	**	**	**	6.6*	3.9*	**	7.2*
Land of the Mighty Peace (Zone 8)	2.7*	**	**	**	**	**	**	**
Jasper National Park (Zone 9)	**	**	**	**	**	**	**	**
Calgary & District (Zone 10)	21.2	35.1	44.8*	41.6*	15.9	18.0	**	13.5
City of Calgary	18.9	33.1	36.2*	40.3*	13.7*	16.7	**	10.1
Edmonton (Zone 11)	17.8	26.7	23.7*	16.1*	5.0*	25.9	20.1*	6.1*
Banff National Park (Zone 12)	**	**	**	**	**	**	**	**
Game Country (Zone 13)	2.8	**	**	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.2	5.7*	**	**	7.2*	7.1*	13.4*	7.7*
Total Visitor Trips	39,640,400	5,763,400	1,877,500	1,514,500	7,762,300	13,926,200	2,006,100	5,817,000

¹ Estimates of trip type numbers were collected from the mailback questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 54: Trip Type¹ - Season Trip Ended - Total Visitor Trips with Main Destination in Alberta

Trip Type	Total	Spring	Summer	Fall	Winter
		(Apr.15-June 14)	(June 15-Sept.8)	(Sept.9-Oct.31)	(Nov.1-Apr.14)
	%	%	%	%	%
Outdoor vacation	13.9	14.7	20.2	19.6	8.8*
Resort vacation	4.8	3.6*	4.1*	**	6.3*
Touring vacation	3.6	**	8.6	**	**
Town or city trip	19.6	20.9	16.4	14.4*	22.3
Visit friends and relatives	32.8	29.6	32.9	30.6	34.3
Business/convention	7.7	8.4*	2.9*	15.3*	7.8*
Business/pleasure	15.1	17.5	12.4	12.1*	16.6
Not stated	2.5*	**	2.4*	**	**
Total Household Trips	22,667,700	3,405,400	5,526,800	3,132,100	10,603,400

¹ Estimates of trip type numbers were collected from the mailback questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Only 9%* of household trips taken during the winter were outdoor vacations, whereas 20% of the trips in the summer months were of this type. Summer was the most popular season for touring vacations. The proportion of business trips (both business/convention and business/pleasure) declined in the summer months.

Section N

Sources of Information Used While Planning the Alberta Trip

When respondents were asked to comment on the sources of information used while planning their trips, they were asked to respond only for a specific trip which they had taken with a main destination in Alberta, and not for any trips with a main destination outside the province. This resulted in a reduced trip base for this section of 39,640,400 total trips.

One-third of trips were planned without using any information sources

Overall, a third (34%) of the trips did not make use of any information sources during the planning process. A previous visit was most commonly (36%) used as a source of information for planning a trip in Alberta. Advice from friends and relatives came next for 30% of visitor trips. Advertisements (8%), Travel Alberta/Alberta Tourism (8%), and articles/features in newspapers or magazines (6%) were other sources used.

Sources of information used while planning the trip by main purpose

As shown in Exhibit 56a, the sources of information used varied by the main purpose of the trip. Vacation/pleasure trips were more likely to make use of most sources of information, with only 23% stating that they did not use any information sources. Vacation/pleasure visitors were also more likely to have used brochures/pamphlets (16%) and Travel Alberta/Alberta Tourism (12%).

Those visiting friends or relatives were the least likely to have used information to plan their trip (48% did not use any information sources).

Visitor origin

The sources of information used did not vary considerably by zone of origin (see Exhibit 55a and b). Visitors from Edmonton and Calgary and District Tourism Zones were the only visitors to report using Travel Alberta/Alberta Tourism and automobile associations.

Length of trip

Visitors on same day trips were proportionately more likely to report not using any sources of information (36%) than were overnight trips (30%).

Most helpful source of information was a previous trip

A previous visit (32%) was the most helpful source of information used, followed by advice from friends/relatives (23%). Travel Alberta/Alberta Tourism was cited as being the most helpful by 5% of the trips where information was used (see Exhibit 58).

Exhibit 55a: Sources of Information Used While Planning The Trip - Visitor Origin - Total Visitor Trips

Sources of Information	Total	Chinook	Gateway	Big	David	Battle	Lakeland	Evergreen
		Country (Zone 1)	Country (Zone 2)	Country (Zone 3)	Thompson Country (Zone 4)	River Country (Zone 5)	Country (Zone 6)	Country (Zone 7)
	%	%	%	%	%	%	%	%
Previous visit	36.3	35.2*	47.6	30.4*	32.5*	28.5*	29.7*	47.9
Advice of friends/relatives	29.6	31.9*	45.0	24.2*	25.1*	31.9*	20.5*	38.0*
Brochures/pamphlets	10.2	17.3*	**	**	14.5*	**	**	**
Advertisements	7.8	25.0*	**	**	**	**	**	13.8*
Travel Alberta/Alberta Tourism	7.6	**	**	**	**	**	**	**
Articles/features in newspapers or magazines	6.3	**	**	**	**	12.9*	**	**
Automobile association	4.8	**	**	**	**	**	**	**
Other clubs or associations	4.2	**	23.7*	**	**	12.4*	**	**
Travel books	3.2	**	**	**	**	**	**	**
Travel agent	3.0	**	**	**	**	**	**	**
Tourism Zone associations/councils	1.8*	**	**	**	**	**	**	**
Calgary Convention & Visitors Bureau	1.7*	**	**	**	**	**	**	**
Airlines	1.3*	**	**	**	**	**	**	**
Travel/trade/consumer shows	1.0*	**	**	**	**	**	**	**
Other government tourism offices	1.0*	**	**	**	**	**	**	**
Didn't use any information sources	33.6	26.8*	34.7*	47.9	38.9*	32.5*	43.4*	28.6*
Total Visitor Trips¹	39,640,400	3,826,400	1,283,800	1,017,400	3,341,400	4,592,700	2,855,800	1,923,000

¹ Estimates of sources of information used while planning the trip were collected from the mailback questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple sources used while planning the trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

As can be seen in Exhibits 55a and b, the sources of information used while planning the trip varied somewhat by visitor origin, although the general information usage patterns remained fairly similar. Previous visits and the advice of friends/relatives were the two most frequently used sources of information. A significant number of visitor trips (34%) did not use any information sources in planning their trip.

Exhibit 55b: Sources of Information Used While Planning The Trip - Visitor Origin - Total Visitor Trips

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary & District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total	Sources of Information
%	%	%	%	%	%	%	%	
28.2*	25.5*	44.8	34.1	40.8*	31.8*	35.8*	36.3	Previous visit
23.4*	**	30.2	33.4	34.1*	20.8*	21.2*	29.6	Advice of friends/relatives
**	**	12.0*	10.6*	**	**	**	10.2	Brochures/pamphlets
**	**	**	**	**	**	**	7.8	Advertisements
**	**	9.9*	9.8*	**	**	**	7.6	Travel Alberta/Alberta Tourism
**	**	**	**	**	**	**	6.3	Articles/features in newspapers or magazines
**	**	6.6*	6.8*	**	**	**	4.8	Automobile association
**	**	**	**	**	**	**	4.2	Other clubs or associations
**	**	**	**	**	**	**	3.2	Travel books
**	**	**	**	**	**	**	3.0	Travel agent
**	**	**	**	**	**	**	1.8*	Tourism Zone associations/councils
**	**	**	**	**	**	**	1.7*	Calgary Convention & Visitors Bureau
**	**	**	**	**	**	**	1.3*	Airlines
**	**	**	**	**	**	**	1.0*	Travel/trade/consumer shows
**	**	**	**	**	**	**	1.0*	Other government tourism offices
46.4	47.7*	27.0	31.6	30.7*	43.8*	41.5	33.6	Didn't use any information sources
1,062,100	94,800	8,422,200	7,069,200	188,200	1,093,700	2,869,900	39,640,400	Total Visitor Trips¹

¹ Estimates of sources of information used while planning the trip were collected from the mailback questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple sources used while planning the trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 56a: Sources of Information Used While Planning The Trip - Main Purpose of Trip - Total Visitor Trips

Sources of Information	Total	Vacation/ Pleasure	Visiting	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
			Friends/ Relatives				
	%	%	%	%	%	%	%
Previous visit	36.3	44.0	25.0	31.6*	43.3	34.9	38.5
Advice of friends/relatives	29.6	37.7	27.1	44.6*	15.8*	22.1	23.5
Brochures/pamphlets	10.2	15.6	4.5*	32.5*	12.1*	**	**
Advertisements	7.8	7.3	**	35.6*	**	**	14.1*
Travel Alberta/Alberta Tourism	7.6	11.6	4.3*	30.0*	**	**	**
Articles/features in newspapers or magazines	6.3	7.0*	**	**	**	9.8*	9.1*
Automobile association	4.8	6.1*	**	30.2*	**	**	**
Other clubs or associations	4.2	5.5*	**	**	**	11.0*	**
Travel books	3.2	5.8*	**	**	**	**	**
Travel agent	3.0	**	**	28.1*	**	**	**
Tourism Zone associations/councils	1.8*	**	**	27.4*	**	**	**
Calgary Convention & Visitors Bureau	1.7*	**	**	29.7*	**	**	**
Didn't use any information sources	33.6	23.1	47.9	26.0*	34.6	28.2*	35.2
Total Visitor Trips¹	39,640,400	14,068,100	10,804,300	1,526,700	2,559,400	5,362,500	5,057,000

¹ Estimates of sources of information used while planning the trip were collected from the mailbox questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple sources used while planning the trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Residents on trips to visit friends and relatives were most likely to report not using any sources of information (48%). A greater proportion of trips for the main purpose of vacation/pleasure, business/convention, personal business and shopping were likely to report a previous visit as a source of information used when planning their trip.

Exhibit 56b: Sources of Information Used While Planning The Trip - Main Purpose of Trip - Same Day Visitor Trips

Sources of Information	Total	Vacation/ Pleasure	Visiting	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
			Friends/ Relatives				
	%	%	%	%	%	%	%
Previous visit	35.4	43.4	20.6	**	44.5*	37.1	38.5
Advice of friends/relatives	26.8	35.5	25.4	53.2*	**	16.4*	22.4*
Brochures/pamphlets	9.3	13.4*	**	**	**	**	**
Advertisements	8.8	6.6*	**	45.4*	**	**	14.4*
Travel Alberta/Alberta Tourism	7.1	10.4	**	**	**	**	**
Articles/features in newspapers or magazines	6.7	6.8	**	**	**	11.3*	9.0
Other clubs or associations	4.9	6.7*	**	**	**	13.0*	**
Automobile association	4.2*	4.3*	**	**	**	**	**
Travel books	3.3*	6.0*	**	**	**	**	**
Travel agent	3.2*	**	**	**	**	**	**
Tourism Zone associations/councils	2.2*	**	**	**	**	**	**
Didn't use any information sources	35.6	25.4	52.3	**	32.0*	33.8	35.8
Total Visitor Trips¹	26,408,500	8,389,800	6,010,400	1,102,800*	1,679,300	4,197,000	4,797,700

¹ Estimates of sources of information used while planning the trip were collected from the mailback questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple sources used while planning the trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

On over half of same day VFR trips (52%), respondents indicated not using any sources of information. The remainder of VFR trips tended to use the advice of friends/relatives or previous visits.

Exhibit 56c: Sources of Information Used While Planning The Trip - Main Purpose of Trip - Overnight Visitor Trips

Sources of Information	Total	Vacation/ Pleasure	Visiting	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
			Friends/ Relatives				
	%	%	%	%	%	%	%
Previous visit	38.1	44.8	30.5	57.2*	40.9*	27.0*	**
Advice of friends/relatives	35.1	40.9	29.3	**	**	42.6*	**
Brochures/pamphlets	11.9	18.8	6.1*	**	**	**	**
Travel Alberta/Alberta Tourism	8.5	13.4	**	**	**	**	**
Automobile association	6.0	8.6*	**	**	**	**	**
Advertisements	5.9	8.5*	**	**	**	**	**
Articles/features in newspapers or magazines	5.6	7.2*	**	**	**	**	**
Travel books	3.0*	5.4*	**	**	**	**	**
Other clubs or associations	2.9*	3.7*	**	**	**	**	**
Travel agent	2.7*	**	**	**	**	**	**
Airlines	1.9*	**	**	**	**	**	**
Didn't use any information source's	29.5	19.7	42.4	**	**	37.4*	**
Total Visitor Trips¹	13,231,900	5,678,300	4,793,900	423,900*	880,200	1,165,500	259,200*

¹ Estimates of sources of information used while planning the trip were collected from the mailback questionnaire, and referred only to those trips with an overall main destination in Alberta. This resulted in weighted estimates which are lower than those found elsewhere in the report.

Note: Columns may not sum to 100% due to multiple sources used while planning the trip.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit Highlights

Those on overnight trips were more likely than same day visitors to have used some source of information in planning their trip. Regardless of whether the trip was same day or overnight, the general pattern of information usage was similar. Previous visits and the advice of friends/relatives were the two most frequently used information sources by both same day and overnight visitors.

Exhibit 57a: Most Helpful Source of Information Used While Planning the Trip - Visitor Origin - Total Visitor Trips

Most Helpful Source of Information	Total	Chinook	Gateway	Big	David	Battle	Lakeland	Evergreen
		Country (Zone 1)	(Zone 2)	Country (Zone 3)	Thompson Country (Zone 4)	River (Zone 5)	(Zone 6)	(Zone 7)
	%	%	%	%	%	%	%	%
Previous visit	31.9	27.3*	**	35.3*	26.2*	27.4*	24.9*	37.7*
Advice of friends/relatives	22.6	**	47.2*	**	**	**	25.4*	20.6*
Total Visitor Trips¹	26,329,500	2,802,000	838,000	530,200	2,040,300	3,099,400	1,616,300	1,372,400

Exhibit 57b: Most Helpful Source of Information Used While Planning the Trip - Visitor Origin - Total Visitor Trips

Most Helpful Source of Information	Total	Land of	Jasper	Calgary &	Edmonton	Banff	Game	Land of
		the Mighty Peace (Zone 8)	National Park (Zone 9)	District (Zone 10)	(Zone 11)	National Park (Zone 12)	Country (Zone 13)	the Midnight Twilight (Zone 14)
	%	%	%	%	%	%	%	%
Previous visit	31.9	39.1*	**	36.7	31.0	**	36.2*	44.1*
Advice of friends/relatives	22.6	28.7*	**	19.8*	29.6	39.9*	**	17.3*
Total Visitor Trips¹	26,329,500	569,100	49,600	6,150,100	4,839,000	130,400	614,900	1,677,800

¹ Includes only those visitors who indicated using sources of information to plan their trip with a main destination in Alberta.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 58: Most Helpful Source of Information Used While Planning the Trip - Main Purpose of Trip - Total Visitor Trips

Most Helpful Source of Information	Total	Vacation/ Pleasure	Visiting	Business/ Pleasure	Business/ Convention	Personal Business	Shopping
			Friends/ Relatives				
	%	%	%	%	%	%	%
Previous visit	31.9	30.9	28.5	**	40.0*	38.8	32.7*
Advice of friends/relatives	22.6	25.3	30.1	**	**	13.3*	23.4*
Travel Alberta/Alberta Tourism	4.6	7.0*	**	**	**	**	**
Other clubs or associations	3.0*	**	**	**	**	15.4*	**
Brochures/pamphlets	2.9*	4.3*	**	**	**	**	**
Advertisements	2.7*	**	**	**	**	**	**
Automobile association	1.8*	**	**	**	**	**	**
Articles/features in news papers or magazines	1.7	**	**	**	**	**	**
Travel books	1.6*	3.5*	**	**	**	**	**
Travel agent	1.2*	**	**	**	**	**	**
Total Visitor Trips¹	26,329,500	10,817,800	5,624,200	1,129,200	1,837,100	3,509,400	3,276,800

¹ Includes only those visitors who indicated using sources of information to plan their trip with a main destination in Alberta.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Section O

Travel Outside of Alberta

In this section, travel by Albertans to destinations outside of the province is examined. Albertans made a total of 45.1 million person trips in 1991, of which 88% were taken in Alberta. The remaining 12% were taken outside the province, with British Columbia being the most popular destination (2.1 million person trips were made to British Columbia or 5% of all person trips). The United States was the destination of 1.5 million person trips (3% of total person trips). Just under one million (930,000) person trips were made to Saskatchewan (2% of all person trips) while 2% of person trips were made to other parts of Canada (699,500 person trips). A quarter of a million (249,100) person trips were made to other international destinations (excluding the U.S.) accounting for 1% of all person trips made by Albertans.

Most trips outside Alberta were for vacation/pleasure

Most trips (56%) to British Columbia had the main purpose of vacation/pleasure. Similarly, 68% of person trips to other international destinations were classified as vacation/pleasure. Seventy-one per cent of person trips made to the United States were vacation/pleasure trips. Albertans travelled to Saskatchewan primarily for the purpose of visiting friends/relatives (46% of person trips made to Saskatchewan). Other parts of Canada were visited primarily for three purposes: visiting friends/relatives (32%); vacation/pleasure (23%) and business/convention (23%).

Per person per day spending higher outside Alberta

A total of \$2.3 billion was spent by Albertans outside of the province. Per person per day expenditures increased as the distance of the destination from Alberta increased. For example, the per person per day expenditure of those travelling to international destinations (excluding the U.S.) was \$100.00, while those travelling to the U.S. spent a median of \$80.00 per person per day. Travellers to other parts of Canada spent a median of \$45.00 per person per day. Trips to B.C. had a median expenditure of \$34.67 per person per day. Saskatchewan had the lowest per person per day expenditure of \$25.00.

Air travel popular transportation outside Alberta

Air travel was used in 95% of the household trips to international destinations (excluding the U.S.) and in 79% of the trips to other parts of Canada. Private vehicle was the primary mode of transportation used on trips to British Columbia, Saskatchewan, and the United States.

Travel party composition

Most trips made to other parts of Canada consisted of a single individual (61% of trips to other Canadian destinations). Most trips made to other international destinations were composed of either single individuals (42%) or two adults (44%). The compositions of travel parties to B.C. and Saskatchewan were quite similar to the composition of parties travelling in Alberta.

Average length of stay for an international trip was 22.4 nights

International trips tended to be much longer than trips to any other destination. The average length of stay for overnight trips with an international destination was 22.4 nights. Trips to other parts of Canada, excluding B.C. and Saskatchewan, averaged 10.9 nights while trips to the United States averaged 9.5 nights. Travellers to B.C. stayed an average of 6.5 nights and Saskatchewan trips averaged 4.6 nights. In contrast, trips in Alberta averaged 2.5 nights.

Ratings of destinations

Respondents were asked to rate the destination of their trip on a variety of attributes just as they were asked to rate Alberta as a travel destination. (See Section L for details on the ratings of Alberta). Attributes were rated on a scale from 1 to 5 where 1 equals 'very poor' and 5 equals 'very good'. Exhibits 63a and 63b provide the average ratings for each of the attributes.

In general, respondents rated non-Alberta destinations higher than Alberta. For example, Alberta received a rating of 3.67 on the attribute, 'Variety of things to see and do'. Total non-Alberta destinations combined received a 3.95 rating for this attribute. B.C. was rated 4.12, other international destinations 4.17*, the United States 4.07 and other Canada 3.97. Only Saskatchewan was rated lower than Alberta with a 3.23. In general, B.C., other international destinations, the United States and other Canadian destinations received higher ratings than Alberta while Saskatchewan received lower ratings than Alberta.

Exhibit 59a: Main Destination of Trip - Summary Profile - Total Traveller Trips

	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
Volume of Traveller Trips							
Total person trips	45,094,300	39,609,600	2,135,100	930,000	699,500	1,471,000	249,100
Total household trips	25,814,900	22,673,700	1,161,000	500,500	479,900	838,200	161,700
Total party trips	21,234,400	18,676,400	928,600	418,000	425,800	648,700	136,900
Average travel party size	2.1	2.1	2.3	2.2	1.6	2.3	1.8
Main Purpose of Trip							
	%	%	%	%	%	%	%
Visit friends/relatives	26.4	26.7	25.3	46.2	31.8	7.9*	16.3*
Vacation/pleasure	38.6	36.8	55.8	27.0	23.3	71.2	68.1
Business/pleasure	3.4	3.4	3.5*	**	6.8*	3.2*	**
Business/convention	6.7	6.5	5.2	8.3*	22.7	6.7*	**
Personal business	10.7	11.0	8.5	15.7	15.2*	**	**
Shopping	13.2	14.6	1.6*	**	**	7.8*	**
Total Person Trips	45,094,300	39,609,600	2,135,100	930,000	699,500	1,471,000	249,100
Trip Type							
	%	%	%	%	%	%	%
Outdoors vacation	13.9	14.5	15.4	**	**	**	**
Resort vacation	6.0	4.7	15.8	**	**	25.1*	**
Touring vacation	4.6	3.8	9.4*	**	**	19.6*	**
Town or city trip	18.3	19.6	5.1*	**	**	23.9*	**
Visit friends/relatives	35.7	35.1	42.3	74.2	58.7	10.2*	**
Business/convention	5.3	5.1	5.8*	**	20.8*	**	**
Business/pleasure	13.9	14.7	5.8*	**	**	8.3*	**
Total Person Trips¹	45,133,300	39,640,400	2,320,100	859,300	639,000	1,435,700	238,700*
Source(s) of Information Used							
	%	%	%	%	%	%	%
Previous visit	36.9	36.3	47.4	35.8*	28.3*	45.2	**
Advice of friends or relatives	31.0	29.6	41.9	35.2*	30.4*	47.9	50.9*
Brochures/pamphlets	11.5	10.2	19.0	**	**	33.2	**
Advertisements	7.7	7.8	4.5*	**	**	12.2*	**
Travel Alberta/Alberta Tourism	7.6	7.6	11.2*	**	**	**	**
Articles in newspapers or magazines	6.5	6.4	7.6*	**	**	12.0*	**
Automobile association	6.1	4.8	12.7*	**	17.2*	23.1*	**
Travel agent	4.8	3.0	6.2*	**	42.1*	29.8	61.6*
Travel books	4.0	3.2	5.8*	**	**	17.6*	**
Airlines	2.6	1.3	8.0*	**	40.5*	12.1*	**
Other government tourism offices	1.3*	1.0	4.2*	**	**	**	**
Didn't use any information sources	31.8	33.6	19.5	40.5*	**	**	**
Total Person Trips¹	45,133,300	39,640,400	2,320,100	859,300	639,000	1,435,700	238,700*
Expenditures In Alberta							
Median ² per person per trip	\$40.00	\$38.75	\$50.00	\$33.00	\$425.00	\$50.00	\$600.00
Total Expenditures In Alberta (000's)	\$3,853,079.6	\$2,942,501.8	\$177,128.5	\$57,101.6	\$286,465.7	\$245,489.1	\$144,392.9
Expenditures Outside Alberta							
Median ² per person per trip	\$200.00	**	\$150.00	\$73.00	\$300.00	\$400.00	\$1,500.00
Median ² per person per day	\$50.00	**	\$34.67	\$25.00	\$45.00	\$80.00	\$100.00
Total Expenditures Outside Alberta (000's)	\$2,310,379.9	**	\$436,040.1	\$82,796.9	\$322,709.7	\$833,425.5	\$626,458.2

¹ Estimates of trip type and sources of information were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

² Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 59b: Main Destination of Trip - Summary Profile - Total Traveller Trips

	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
Season Trip Ended	%	%	%	%	%	%	%
Spring (Apr.15 to June 14)	15.0	15.0	14.6	15.3	17.5*	13.4	17.5*
Summer (June 15 to Sept.8)	25.3	24.4	39.0	32.5	27.3	26.5	21.7*
Fall (Sept.9 to Oct.31)	13.8	13.8	14.3	15.5	11.6*	14.1	**
Winter (Nov.1 to Apr.14)	45.9	46.8	32.1	36.8	43.7	46.0	46.5*
Total Household Trips	25,814,900	22,673,700	1,161,000	500,500	479,900	838,200	161,700
Mode(s) of Transportation Used on Trip ¹	%	%	%	%	%	%	%
Private vehicle	90.5	92.2	80.6	88.5	64.3	79.4	56.7
RV/motorhome	1.3	1.1	4.6	} 5.6	} 6.0	**	**
Other motor vehicle	4.2	4.3	3.5			3.9*	**
Scheduled bus/coach	2.8	2.2	6.0	5.7*	7.4*	7.1*	**
Airplane	5.4	1.2	18.4	6.7*	79.4	39.1	94.9
Other	2.9	1.7	8.1	**	20.1	12.3	36.5*
Total Household Trips	25,814,900	22,673,700	1,161,000	500,500	479,900	838,200	161,700
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.8	37.8	33.6	35.9	61.2	27.8	42.2*
Two adults	32.2	31.9	33.4	29.6	} 25.6	43.5	44.0*
3 or more adults - no children	6.8	6.6	8.3	7.3*		13.1	**
Adult(s) with children	23.1	23.5	24.5	26.7	13.1*	14.9	**
Total Party Trips	21,234,400	18,676,400	928,600	418,000	425,800	648,700	136,900
Activities Participated in While on Trip	%	%	%	%	%	%	%
Visiting friends or relatives	60.9	60.5	67.0	89.5	85.4	37.8	**
Dining out in restaurants	47.5	44.4	63.2	50.1	78.3	89.1	83.0*
Resting and relaxing	47.5	44.0	71.6	71.6	68.8	75.6	74.0*
Shopping	39.4	38.2	40.8	33.7	42.9*	70.2	55.1*
Taking pictures or filming	31.8	28.6	54.7	45.7	48.7*	58.0	88.6*
Sightseeing in the countryside	29.5	26.9	49.8	44.6	34.5*	50.1	73.8*
Viewing wildlife	22.8	21.7	44.7	15.8*	**	26.4	**
Personal errands (e.g. visit doctor)	21.5	22.6	18.0	14.1*	16.9*	**	**
Visiting mountainous areas	16.8	14.6	49.4	**	**	36.4	**
Sightseeing in cities	16.8	13.4	31.3	24.3*	45.3*	58.1	80.6*
Hiking/climbing	16.4	16.3	25.8	**	**	14.1*	**
Visiting wilderness areas	16.0	14.9	33.7	**	**	23.9*	**
Swimming	14.4	12.2	35.7	17.8*	**	30.8	53.4*
Visiting National Parks	11.8	11.0	28.4	**	**	14.3*	**
Visiting nightclubs	10.1	8.5	16.2	18.6*	**	33.8	**
Birdwatching	10.0	10.1	12.2*	**	**	**	**
Sunbathing/beach activities	9.8	7.9	26.2	**	**	24.9*	50.4*
Visiting Provincial Parks	9.4	8.6	24.1	**	**	**	**
Fishing	9.3	9.3	13.3*	**	**	**	**
Attending family affairs (e.g. weddings)	8.8	8.3	12.6*	26.5*	**	**	**
Attending sporting events	8.3	8.1	5.6*	14.2*	20.1	9.5*	**
Attending local festivals	8.0	7.1	12.9*	**	**	16.7*	**
Visiting scenic landmarks	7.8	6.5	21.4	**	**	19.6*	**
Visiting galleries/museums	7.5	6.1	12.3*	**	**	19.1*	**
Boating	7.3	6.6	17.8	**	**	**	**
Attending a business meeting	6.9	6.7	7.7*	**	20.9*	**	**
Visiting historical sites	6.5	5.6	11.5*	**	**	17.9*	**
Visiting vacation home/cottage	6.0	5.0	12.7*	17.0*	**	10.8*	**
Bicycling	5.6	5.5	8.6*	**	**	**	**
Visiting interpretive centres	5.3	4.0	17.1	**	**	21.6*	**
Golfing	4.8	4.0	11.6*	**	**	13.2*	**
Downhill skiing	4.7	4.5	10.7*	**	**	**	**
Attending concerts/live theatre	3.7	3.3	4.7*	**	**	13.0*	**
Attending conference/convention	3.4	3.1	**	**	16.8*	**	**
Organized day tour	2.5	2.0*	**	**	**	9.5*	**
Total Person Trips²	45,133,300	39,640,400	2,320,100	859,300	639,000	1,435,700	238,700*

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 59c: Main Destination of Trip - Summary Profile - Overnight Traveller Trips

Volume of Traveller Trips	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
Total person trips	16,937,200	11,864,500	1,948,000	800,300	689,400	1,387,200	247,900
Total household trips	9,691,700	6,795,000	1,056,500	425,300	470,800	783,800	160,400
Total party trips	7,897,900	5,540,100	845,000	350,000	418,300	608,900	135,700
Average travel party size	2.2	2.2	2.3	2.3	1.6	2.3	1.8
Length of Stay (excluding day trips)							
Average number of nights away from home	4.2	2.5	6.5	4.6	10.9	9.5	22.4
Average number of nights in Alberta	1.8	2.4	0.4	0.3	0.2	0.3	0.1
Average number of nights outside of Alberta	2.4	-	6.1	4.3	10.7	9.1	22.2
Main Purpose of Trip							
	%	%	%	%	%	%	%
Visit friends/relatives	32.5	35.8	25.9	47.5	31.9	8.3*	16.4*
Vacation/pleasure	46.2	43.5	57.4	28.3	23.4	71.6	68.0
Business/pleasure	2.9	2.7	3.1*	**	6.9*	3.4*	**
Business/convention	6.7	6.0	4.8*	7.6*	22.3	6.8*	**
Personal business	8.6	8.6	8.6	14.9*	15.2*	**	**
Shopping	2.3	2.6	**	**	**	6.6*	**
Total Person Trips	16,937,200	11,864,500	1,948,000	800,300	689,400	1,387,200	247,900
Trip Type							
	%	%	%	%	%	%	%
Outdoors vacation	17.4	20.6	14.6*	**	**	**	**
Resort vacation	9.7	7.4	17.0	**	**	25.2*	**
Touring vacation	5.0	2.8*	9.4*	**	**	20.3*	**
Town or city trip	8.1	8.1	**	**	**	22.7*	**
Visit friends/relatives	44.8	46.2	44.6	75.5	58.8	10.4*	**
Business/convention	5.9	5.6*	5.2*	**	20.9*	**	**
Business/pleasure	7.7	7.5	5.8*	**	**	8.5*	**
Total Person Trips¹	18,467,900	13,322,500	2,109,200	795,000	638,100	1,364,600	238,700*
Source(s) of Information Used							
	%	%	%	%	%	%	%
Previous visit	39.0	38.0	48.1	36.9*	28.3*	45.2	**
Advice of friends or relatives	37.1	35.0	43.2	35.0*	30.5*	49.8	50.9*
Brochures/pamphlets	14.5	11.8	19.5	**	**	34.3	**
Automobile association	8.6	6.0	13.1*	**	17.2*	24.1*	**
Travel Alberta/Alberta Tourism	8.3	8.4	12.0*	**	**	**	**
Travel agent	7.1	2.7	5.5*	**	42.1*	31.2	61.6*
Advertisements	6.6	6.4	4.9*	**	**	12.7*	**
Articles in newspapers or magazines	6.6	6.1	8.2*	**	**	12.5*	**
Airlines	5.0	1.9	8.2*	**	40.5*	12.7*	**
Travel books	4.9	3.0	6.3*	**	**	18.5*	**
Didn't use any information sources	26.2	29.4	18.8	40.6*	**	**	**
Total Person Trips¹	18,467,900	13,322,500	2,109,200	795,500	638,100	1,364,600	238,700*
Incidence of Purchasing an Overnight Travel Package²							
	%	%	%	%	%	%	%
	4.0	2.5	5.6*	**	**	11.7	31.5*
Total Household Trips	9,691,700	6,795,000	1,056,500	425,300	470,800	783,800	160,400
Expenditures In Alberta							
Median ³ per person per trip	\$75.00	\$77.00	\$53.33	\$35.00	\$425.00	\$55.00	\$600.00
Total Expenditures In Alberta (000's)	\$2,295,848.7	\$1,403,110.3	\$168,419.6	\$54,212.8	\$285,331.1	\$240,382.0	\$144,392.9
Expenditures Outside Alberta							
Median ³ per person per trip	\$237.00	**	\$175.00	\$75.00	\$300.00	\$400.00	\$1,500.00
Median ³ per person per day	\$50.00	**	\$35.00	\$22.50	\$43.75	\$82.14	\$100.00
Total Expenditures Outside Alberta (000's)	\$2,291,882.8	**	\$428,870.5	\$80,972.9	\$321,515.0	\$827,160.8	\$624,543.5

¹ Estimates of trip type and sources of information were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

² This question applied if at least a portion of the traveller's total trip included an overnight travel package (accommodation and at least one of the following other items: transportation, meals, attractions or activities).

³ Medians have been used, instead of means, for analysis of per diem expenditures. This was done to minimize the effect of the few extremely high expenditure values that were encountered in the data. By definition, the median is the middle value of the data (i.e. 50% of the cases are above the median value, and 50% of the cases are below the median value). The reader is cautioned that the median cannot be used to derive total expenditures.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 59d: Main Destination of Trip - Summary Profile - Overnight Traveller Trips

	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
Season Trip Ended	%	%	%	%	%	%	%
Spring (Apr.15 to June 14)	14.6	14.5	14.0	16.4*	17.5*	13.4	17.6*
Summer (June 15 to Sept.8)	29.5	28.2	39.4	34.9	27.1	27.0	21.8*
Fall (Sept.9 to Oct.31)	12.9	12.6	14.1	15.4*	11.2*	13.7	**
Winter (Nov.1 to Apr.14)	43.0	44.7	32.5	33.4	44.2	45.9	46.1*
Total Household Trips	9,691,700	6,795,000	1,056,500	425,300	470,800	783,800	160,400
Mode(s) of Transportation Used on Trip ¹	%	%	%	%	%	%	%
Private vehicle	83.9	86.9	80.2	88.0	64.3	78.2	56.4*
RV/motorhome	3.1	3.1	4.9*	**	**	**	**
Other motor vehicle	4.6	5.0	3.4*	**	**	4.2*	**
Scheduled bus/coach	4.9	4.1	6.2	**	7.2*	7.6*	**
Airplane	13.0	2.5	19.3	7.7*	79.3	41.3	94.8
Other	6.3	3.6	8.7	**	20.5	**	36.0*
Total Household Trips	9,691,700	6,795,000	1,056,500	425,300	470,800	783,800	160,400
Entire Travel Party Composition	%	%	%	%	%	%	%
Individual	37.9	38.1	33.6	33.0	61.2	27.3	41.7*
Two adults	32.5	31.6	33.8	32.0	21.8	43.5	44.4*
3 or more adults - no children	7.9	7.6	8.4	8.1*	**	13.2	**
Adult(s) with children	21.6	22.6	24.2	26.3	13.4*	15.2	**
Total Party Trips	7,897,900	5,540,100	845,000	350,000	418,300	608,900	135,700
Activities Participated in While on Trip	%	%	%	%	%	%	%
Resting and relaxing	71.4	70.1	74.6	73.7	68.8	77.9	74.0*
Visiting friends or relatives	70.2	72.0	69.9	90.2	85.4	39.6	**
Dining out in restaurants	56.4	50.5	64.2	50.7	78.4	90.7	83.0*
Taking pictures or filming	43.7	38.6	57.1	47.8*	48.6*	60.5	88.6*
Shopping	39.8	36.4	40.8	34.8*	42.9*	70.3	55.1*
Sightseeing in the countryside	37.1	32.3	51.3	45.5*	34.4*	51.6	73.8*
Viewing wildlife	31.5	31.7	45.6	15.3*	**	26.6*	**
Sightseeing in cities	24.7	17.8	32.9	26.1*	45.4*	59.3	80.6*
Visiting mountainous areas	23.9	20.0	51.5	**	**	36.6	**
Swimming	23.7	20.9	37.4	18.8*	**	31.2	53.4*
Visiting wilderness areas	21.5	20.3	35.3	**	**	25.0*	**
Hiking/climbing	21.2	22.4	27.8	**	**	14.6*	**
Visiting nightclubs	18.3	16.4	17.3	20.0*	**	35.4	**
Sunbathing/beach activities	17.0	14.2	27.4	**	**	26.2*	50.4*
Personal errands (e.g. visit doctor)	15.8	16.7	16.5	**	16.9*	**	**
Visiting National Parks	15.4	14.2	30.9	**	**	14.6*	**
Birdwatching	14.1	16.0	12.1*	**	**	**	**
Attending family affairs (e.g.weddings)	11.9	11.7	13.1*	26.0*	**	**	**
Visiting Provincial Parks	11.8	10.8	24.5	**	**	**	**
Fishing	11.5	12.5	13.2*	**	**	**	**
Visiting vacation home/cottage	11.5	10.4	13.6*	18.4*	**	11.4*	**
Visiting scenic landmarks	10.9	8.6	21.6	**	**	20.1*	**
Boating	10.9	10.0	19.4	**	**	**	**
Attending local festivals	10.4	8.5	14.0*	**	**	17.4*	**
Visiting galleries/museums	9.9	6.4	12.4*	**	19.1*	29.2	**
Golfing	8.1	7.0	12.6*	**	**	13.1*	**
Attending sporting events	8.0	7.1	5.9*	**	20.2*	10.0*	**
Visiting historical sites	7.8	5.8*	11.5*	**	**	18.8*	**
Visiting interpretive centres	7.8	4.9*	17.4	**	**	22.3*	**
Attending a business meeting	6.0	5.0*	7.6*	**	20.9*	**	**
Attending concerts/live theatre	5.9	5.2*	5.2*	**	**	13.7*	**
Downhill skiing	5.4	4.9*	11.2*	**	**	**	**
Attending conference/convention	4.4	4.0*	**	**	16.8*	**	**
Organized day tour	2.7*	**	**	**	**	10.0*	**
Total Person Trips²	18,467,900	13,322,500	2,109,200	795,000	638,100	1,364,600	238,700*

¹ Numbers may sum to more than 100% due to households using more than one mode of transportation while on their trip.

² Estimates of activity participation were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 60a: Main Destination of Trip - Traveller Origin - Total Traveller Trips

Traveller Origin	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	9.8	9.9	6.7	6.0*	**	17.6	**
Lethbridge	2.1	1.9	2.5*	**	**	7.0*	**
Gateway (Zone 2)	3.0	3.0	1.6*	6.6*	**	4.1*	**
Big Country (Zone 3)	2.6	2.7	**	**	**	**	**
David Thompson Country (Zone 4)	9.1	9.6	6.0	10.5*	**	3.1*	**
Battle River (Zone 5)	9.8	10.3	4.7*	11.3*	**	5.4*	**
Lakeland (Zone 6)	6.7	6.9	2.7*	12.3*	**	3.2*	**
Evergreen (Zone 7)	4.6	4.9	3.1*	**	**	**	**
Land of the Mighty Peace (Zone 8)	2.5	2.6	3.9*	**	**	**	**
Jasper National Park (Zone 9)	•	•	**	**	**	**	**
Calgary & District (Zone 10)	23.2	21.2	40.7	24.1	41.6	38.7	43.2*
City of Calgary	21.4	19.4	38.4	23.9	37.8	37.2	41.7*
Edmonton (Zone 11)	18.2	17.9	19.4	19.6	25.9	18.7	28.5*
Banff National Park (Zone 12)	0.5	0.5*	**	**	**	**	**
Game Country (Zone 13)	2.8	2.9	4.8*	**	**	**	**
Grande Prairie	1.1	1.1	2.5*	**	**	**	**
Land of the Midnight Twilight (Zone 14)	7.0	7.4	3.6*	**	**	3.7*	**
Total Person Trips (Zones only)	45,094,300	39,609,600	2,135,100	930,000	699,500	1,471,000	249,100

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit Highlights

This exhibit shows the proportion of person trips made by residents from each Alberta tourism zone to different out of province destinations. Residents from the Calgary & District Tourism Zone comprised a greater proportion of the trips made to B.C., other international destinations, the United States and other parts of Canada. While 23% of all trips were made from the Calgary and District Tourism Zone, 41% of trips to B.C., 43%* of trips to other international destinations, 39% of trips to the United States and 42% of trips to other parts of Canada were made by residents of Calgary and District.

Exhibit 60b: Main Destination of Trip - Traveller Origin - Overnight Traveller Trips

Traveller Origin	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
	%	%	%	%	%	%	%
Chinook Country (Zone 1)	6.9	6.3	6.1	6.8*	**	14.9	**
Lethbridge	2.7	2.5	2.2*	**	**	6.2*	**
Gateway (Zone 2)	2.7	2.6	1.7*	5.8*	**	3.9*	**
Big Country (Zone 3)	1.8	1.8	**	**	**	**	**
David Thompson Country (Zone 4)	7.9	8.6	6.5	12.2*	**	3.3*	**
Battle River (Zone 5)	6.6	7.1	5.1*	7.4*	**	5.6*	**
Lakeland (Zone 6)	6.4	7.2	3.0*	10.8*	**	3.3*	**
Evergreen (Zone 7)	3.7	4.2	3.3*	**	**	**	**
Land of the Mighty Peace (Zone 8)	1.9	2.3	**	**	**	**	**
Jasper National Park (Zone 9)	**	**	**	**	**	**	**
Calgary & District (Zone 10)	29.0	24.5	42.5	27.6	41.9	39.6	43.4*
City of Calgary	27.3	23.0	40.2	27.3	38.1	38.0	42.0*
Edmonton (Zone 11)	24.0	25.2	20.9	19.4	25.5	19.6	28.2*
Banff National Park (Zone 12)	•	**	**	**	**	**	**
Game Country (Zone 13)	2.8	3.1	3.2*	**	**	**	**
Grande Prairie	1.5	1.8	**	**	**	**	**
Land of the Midnight Twilight (Zone 14)	5.7	6.5	3.8*	**	**	3.9*	**
Total Person Trips (Zones only)	16,937,200	11,864,500	1,948,000	800,300	689,400	1,387,200	247,900

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit Highlights

Fifteen per cent of overnight trips to the U.S. originated from Chinook Country compared to 7% of all overnight trips originating from Chinook Country.

Exhibit 61a: Main Destination of Trip - Season Trip Ended - Total Traveller Trips

Main Destination of Trip	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Alberta	87.8	87.9	84.6	87.7	89.6
British Columbia	4.5	4.4	6.9	4.6	3.1
Saskatchewan	1.9	2.0*	2.5	2.2	1.6
Other Canada	1.9	2.2*	2.0	1.6*	1.8*
U.S.	3.2	2.9	3.4	3.3	3.3
Other International	0.6	0.7*	0.5*	0.7*	0.6*
Total Household Trips	25,814,900	3,875,500	6,531,000	3,571,300	11,837,100

* Interpret with caution due to small sample size.

Exhibit 61b: Main Destination of Trip - Season Trip Ended - Overnight Traveller Trips

Main Destination of Trip	Total	Spring (Apr. 15 - June 14)	Summer (June 15 - Sept. 8)	Fall (Sept. 9 - Oct. 31)	Winter (Nov. 1 - Apr. 14)
	%	%	%	%	%
Alberta	70.1	69.4	67.1	68.3	73.0
British Columbia	10.9	10.5	14.6	11.9	8.2
Saskatchewan	4.4	4.9*	5.2	5.2*	3.4*
Other Canada	4.9	5.8*	4.5	4.2*	5.0*
U.S.	8.1	7.4	7.4	8.6	8.6
Other International	1.7	2.0*	1.2*	1.9*	1.8*
Total Household Trips	9,691,700	1,416,800	2,855,000	1,253,500	4,166,500

* Interpret with caution due to small sample size.

Exhibit Highlights

In general, there was not much variation in travel destination by season of trip. Summer was a more popular time to visit British Columbia and travel was lower in the winter. Interestingly, the level of travel to other international destinations did not increase during the winter.

Exhibit 62a: Main Destination of Trip - Length of Trip - Total Traveller Trips

Length of Trip	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
	%	%	%	%	%	%	%
None/less than one night	62.4	70.0	8.8	13.9*	**	**	**
1 night	9.7	10.3	5.1	8.5*	**	3.3*	**
2 nights	11.1	10.6	15.6	22.4	7.0*	14.3	**
3 - 4 nights	8.8	6.5	27.9	28.9	23.6	23.2	**
5 - 6 nights	2.5	1.2	12.3	11.5*	12.2	11.2	**
7 or more nights	5.4	1.3	30.2	14.6	50.5	42.5	91.1
Total Traveller Trips	45,094,300	39,609,60	2,135,100	930,000	699,500	1,471,000	249,100
Average length of trip in nights (including day trips)	1.6	0.7	6.0	4.0	10.8	8.9	22.2
Average length of trip in nights (excluding day trips)	4.2	2.5	6.5	4.6	10.9	9.5	22.4

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 62b: Main Destination of Trip - Length of Trip - Overnight Traveller Trips

Length of Trip	Total	Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
	%	%	%	%	%	%	%
1 night	25.9	34.5	5.6	9.9*	**	3.5*	**
2 nights	29.6	35.5	17.1	26.1	7.1*	15.2	**
3 - 4 nights	23.4	21.8	30.6	33.6	23.9	24.6	**
5 - 6 nights	6.5	4.0	13.6	13.4*	12.4*	11.8	**
7 or more nights	14.6	4.2	33.1	17.0	51.1	44.9	91.5
Total Traveller Trips	16,937,20	11,864,50	1,948,000	800,300	689,400	1,387,200	247,900
Average length of trip in nights (excluding day trips)	4.2	2.5	6.5	4.6	10.9	9.5	22.4
Average length of trip outside Alberta (excluding day trips outside Alberta)	8.1	7.0	6.2	4.3	10.8	9.1	22.3

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 63a: Main Destination of Trip - Average Ratings of Main Destination - Total Traveller Trips

Average Ratings¹	Total Alberta	Total Non- Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
Scenery	3.98	4.27	4.72	3.44	3.93	4.16	4.23*
Personal safety	4.20	4.22	4.26	4.26	4.15	4.20	3.94*
Standards of hygiene and cleanliness	3.98	4.12	4.17	4.03	4.14	4.15	3.73*
Interesting and friendly local people	3.92	4.04	4.03	4.23	3.84	4.03	3.97*
Outdoor activities	3.86	3.97	4.32	2.92*	3.66*	3.95	**
Fishing	3.59	3.96	4.22	3.58	3.76*	3.83*	**
Variety of things to see and do	3.67	3.95	4.12	3.23	3.97	4.07	4.17*
Things I like to do on vacation	3.61	3.92	4.02	3.22	3.86	4.13	4.13*
Golfing	3.59	3.88	3.98	3.36	3.71*	4.40	**
Value for vacation money	3.61	3.86	3.77	3.65	3.66	4.14	3.98*
National Parks	3.41	3.85	4.08	3.04	3.36	4.02	**
Service in restaurants/hotels	3.71	3.79	3.72	3.42	3.79	4.13	3.51*
Budget accommodations	3.59	3.77	3.66	3.61	3.73	3.98	4.07*
First class hotels	3.23	3.77	3.60	3.04	4.07*	4.15	4.31*
Inexpensive travel in/ around destination	3.49	3.75	3.80	3.58	3.24	4.03	3.47*
Campground and trailer parks	3.51	3.71	3.98	2.22	3.24*	3.92	**
High quality restaurants	3.46	3.69	3.61	3.12	3.96	3.94	3.92*
Historical or archaeological sites	3.35	3.68	3.62	2.98*	3.81	3.98	4.12*
Hunting	3.43	3.67	4.06	3.62*	3.35*	**	**
Seeing different wildlife and birds	3.37	3.66	3.94	3.18	3.05	3.60	3.94*
Inexpensive travel in Alberta/to destination	3.49	3.65	3.74	3.41	3.03	3.94	3.50*
Water sports	2.95	3.65	3.87	2.99*	3.41*	3.92	3.57*
Shopping	3.57	3.63	3.42	2.77	3.88	4.22	3.69*
Inexpensive restaurants	3.40	3.61	3.42	3.49	3.51	4.03	3.51*
Special events	3.41	3.56	3.63	3.09	3.38*	3.93	**
Museums and art galleries	2.92	3.53	3.63	2.88	3.80*	3.68	3.76*
Nightlife and entertainment	3.16	3.52	3.41	2.85	3.59	3.96	3.88*
Public transportation	2.73	3.39	3.11	2.96*	3.75	3.79	3.65*
R.V. parks	3.16	3.38	3.63	3.03*	2.92*	3.66*	**
Local festivals	3.38	3.37	3.48	2.77*	3.51*	3.63	**
Spectator sporting events	3.38	3.24	3.09	2.37	3.87*	3.87	**
Cross country skiing	3.35	3.23	3.78	2.96*	3.15*	2.48*	**
Downhill skiing	2.74	3.15	4.05	1.83*	1.97*	3.07*	**
Unique or different native cultures	2.95	3.14	3.14	2.69*	3.34*	3.36*	**
Live theatre and concerts	2.68	3.13	2.81	2.20*	3.82*	3.96	**
Amusement/theme parks	2.92	2.94	3.01	2.24*	3.32*	3.27	**
Total Person Trips²	39,640,400	5,492,400	2,320,100	859,300	639,000	1,435,700	238,700*

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 63b: Main Destination of Trip - Average Ratings of Main Destination - Overnight Traveller Trips

Average Ratings ¹	Total Alberta	Total Non - Alberta	B.C.	Sask.	Other Canada	U.S.	Other International
Scenery	4.08	4.28	4.73	3.48	3.93	4.16	4.23*
Personal safety	4.26	4.21	4.24	4.27	4.15	4.20	3.94*
Standards of hygiene and cleanliness	4.07	4.14	4.19	4.04	4.14	4.17	3.73*
Interesting and friendly local people	3.98	4.04	4.04	4.29	3.84	4.02	3.97*
Variety of things to see and do	3.77	3.97	4.14	3.26	3.97	4.09	4.17*
Outdoor activities	3.90	3.97	3.35	2.91*	3.66*	3.92	**
Things I like to do on vacation	3.79	3.96	4.09	3.28	3.86	4.12	4.13*
Fishing	3.68	3.96	4.23	3.58*	3.75*	3.78*	**
Golfing	3.60	3.90	4.02	3.36*	3.71*	4.39	**
National Parks	3.47	3.88	4.17	3.04*	3.36*	3.96	**
Value for vacation money	3.67	3.88	3.80	3.73	3.66	4.13	3.98*
Service in restaurants/hotels	3.74	3.81	3.76	3.49	3.79	4.10	3.51*
First class hotels	3.26	3.81	3.67	3.05	4.07*	4.16	4.31*
Budget accommodations	3.72	3.78	3.65	3.61	3.73	3.98	4.07*
Inexpensive travel in/ around destination	3.51	3.76	3.82	3.58	3.24	4.03	3.47*
Campground and trailer parks	3.76	3.71	4.02	3.20*	3.24*	3.91	**
High quality restaurants	3.44	3.71	3.64	3.11	3.96	3.96	3.92*
Historical or archaeological sites	3.16	3.69	3.61	2.96*	3.81*	3.99	4.12*
Water sports	3.15	3.69	3.98	2.96*	3.41*	3.91	3.57*
Seeing different wildlife and birds	3.46	3.66	3.93	3.22*	3.05	3.64	3.94*
Hunting	3.46	3.66	4.03	3.65*	3.35*	**	**
Inexpensive travel in Alberta/ to destination	3.51	3.65	3.74	3.43	3.03	3.94	3.50*
Shopping	3.49	3.63	3.42	2.77	3.88	4.21	3.69*
Inexpensive restaurants	3.42	3.62	3.41	3.47	3.52	4.05	3.51*
Special events	3.41	3.58	3.68	3.04*	3.38*	3.97	**
Nightlife and entertainment	3.29	3.54	3.46	2.83	3.59*	3.94	3.88*
Museums and art galleries	2.95	3.54	3.67	2.85	3.80*	3.71	3.76*
Local festivals	3.42	3.42	3.57	2.76*	3.51*	3.71	**
R.V. parks	3.31	3.40	3.71	3.03*	2.92*	3.68*	**
Public transportation	2.83	3.40	3.11	2.96	3.76	3.80	3.65*
Spectator sporting events	3.18	3.29	3.16	2.39*	3.87*	3.89	**
Cross country skiing	3.35	3.21	3.78	2.98*	3.15*	2.32*	**
Live theatre and concerts	2.71	3.16	2.82	2.21*	3.82*	3.99	**
Unique or different native cultures	2.84	3.14	3.12	2.68*	3.34*	3.41*	**
Downhill skiing	2.84	3.10	4.05	1.81*	1.97*	2.93*	**
Amusement/theme parks	2.89	3.00	3.10	2.21*	3.32*	3.37	**
Total Person Trips²	13,322,500	5,145,500	2,109,200	795,000	638,100	1,364,600	238,700*

¹ Based on a scale of 1 to 5 where 5 equals 'very good', and 1 equals 'very poor'; exhibit presents average ratings.

² Estimates of average ratings were collected from the mailback questionnaire, not the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Section P

Qualitative Analysis

Introduction

In the mailback survey, respondents were asked to rate the importance of 53 different factors which could be considered when selecting a vacation destination (See Section K for the detailed results on these factors). Respondents were also asked to rate Alberta's performance and the performance of their main destination on a series of 35 factors. (See Section L for these results).

In this section, an importance-performance analysis is presented. This method analyzes both the importance of certain tourism attributes and the perceived performance of the same attributes.

The data are presented in grid form, where each attribute is plotted according to its importance and performance simultaneously. Performance is plotted horizontally, rated on a scale from 1 - 5 where 1 was "very poor" and 5 was "very good". Overall, performance was found to be quite positive, with average ratings generally higher than 3 (fair). This necessitated adjusting the performance scale so that approximately one half of the attributes were on either side of the grid. Therefore, the performance scale was adjusted to range from 3 - 5. Low performance was placed on the left and high performance on the right. Importance is plotted vertically with low importance at the bottom and high importance at the top. Importance was rated on a scale from 1 - 4 where 1 was "not at all important" and 4 was "very important". This graphical representation of the data results in each of the attributes falling into one of four quadrants in the grid.

Importance-Performance Analysis of Total Alberta Visitor Trips (41,090,100 Visitor Trips)

Exhibit 64a presents the importance-performance analysis based on all Alberta visitor trips.

Quadrant 1 (upper left): Concentrate Here

Attributes falling into this quadrant are reported to be very important in the traveller's selection of travel destinations, but Alberta's perceived performance levels are relatively low.

The important attributes that are reported by Alberta visitors to be lacking in Alberta include:

- Inexpensive travel
- Budget accommodations
- Inexpensive restaurants
- Seeing different wildlife
- Historical sites

The perception that inexpensive travel, accommodations and restaurants are not adequate in Alberta highlights that these are areas which the tourism industry in Alberta should focus and pay attention to.

Seeing different wildlife and historical sites were both borderline attributes in this quadrant. Seeing different wildlife is considered quite "important", and Alberta's performance is almost "very good". The importance of historical sites is of borderline importance, and Alberta's performance is also borderline "very good".

Finally, the attribute of interesting residents, is rated as "important", but the perceived performance falls between "very good" and "fair".

Quadrant 2 (upper right): Keep Up The Good Work

Attributes in this quadrant were described by respondents as being very important when selecting a vacation destination. At the same time, they also perceive that Alberta performs very well in these areas. In summary, the message is to keep up the good work in these areas.

Alberta's greatest strengths include:

- Standards of hygiene and cleanliness
- Scenery
- Personal safety
- National Parks
- Outdoor activities
- Campgrounds and trailer parks
- Shopping
- High quality restaurants

It should be noted that shopping and high quality restaurants, while rated as good, are borderline in terms of importance. Similarly, campgrounds and trailer parks are considered relatively "important", however, Alberta's performance is borderline "very good".

Quadrant 3 (lower right): Possible Overkill

This quadrant contains attributes of low importance, but where respondents perceive good performance. Attributes which fall into this quadrant include:

- Downhill skiing
- Cross country skiing
- Hunting
- Golfing

Other attributes within this quadrant with relatively greater importance and less favourable performance ratings include:

- Sporting events
- First class hotels
- Fishing

Items in this quadrant are of generally limited appeal and hence the lower importance ratings. For example, skiing, hunting, golfing, etc. appeal to small niche markets. Within these niches, however, Alberta's performance is seen as being very good.

Quadrant 4 (lower left): Low Priority

Attributes in this quadrant have a low level of importance and a low level of perceived performance. Items within this quadrant include:

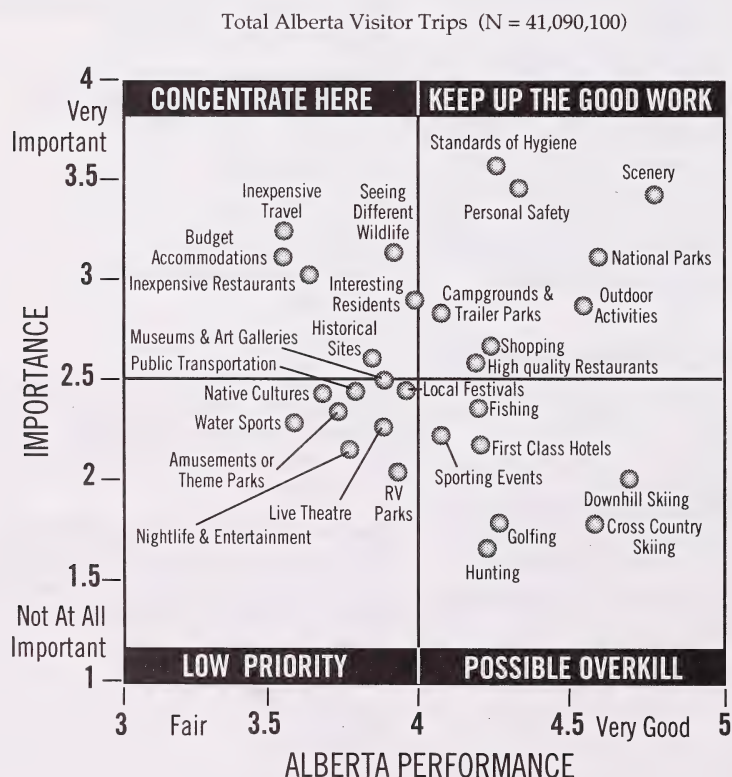
- RV Park
- Nightlife and entertainment
- Live theatre
- Water sports

Items which fall into this quadrant, but are borderline "important" include:

- Native cultures
- Public transportation
- Local festivals
- Museums and art galleries
- Amusement or theme parks

These attributes are not seen as being as important to travellers, hence it is difficult to justify major investments to improve performance. It is important to note that Alberta's performance is seen as somewhat lacking in these areas and therefore requires some attention. In particular, those items of borderline importance require attention in order to improve performance.

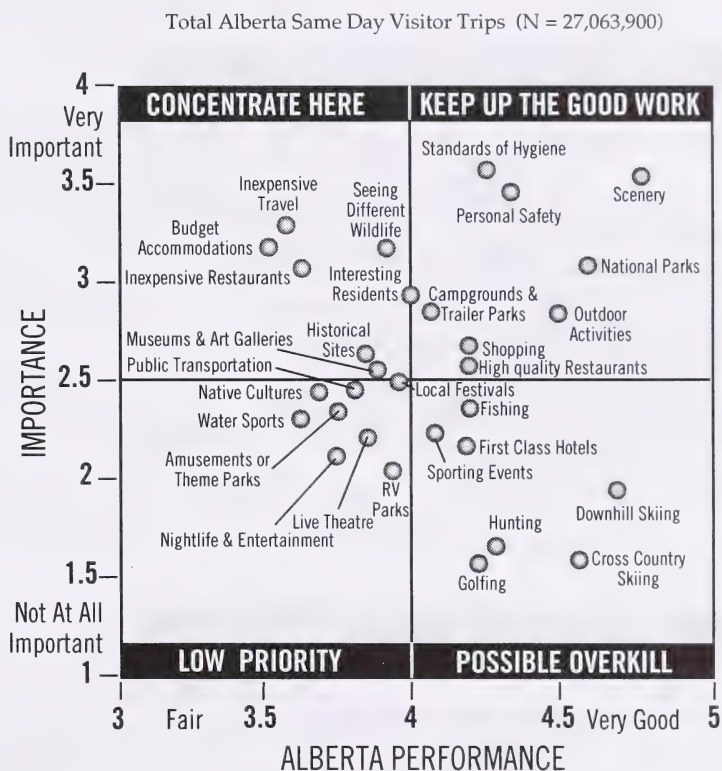
Exhibit 64a: Importance Rating vs. Alberta's Performance Rating



Importance-Performance Analysis of Total Alberta Same Day Visitor Trips (27,063,900 Visitor Trips)

Exhibit 64b presents the importance-performance analysis based on Alberta same day visitor trips. As can be seen, all the attributes are plotted almost identically as in Exhibit 64a, total Alberta visitor trips.

Exhibit 64b: Importance Rating vs. Alberta's Performance Rating



Importance-Performance Analysis of Total Alberta Overnight Visitor Trips (14,026,200 Visitor Trips)

Exhibit 64c presents the importance-performance analysis based on Alberta overnight visitor trips. The relative plotting of the attributes is virtually the same as for total visitor trips and same day visitor trips.

It can be surmised that importance-performance factors do not vary greatly depending on the length of the trip. Factors of importance in selecting a travel destination and the perceived performance of Alberta are fairly similar for all trips, same day trips and overnight trips.

Exhibit 64c: Importance Rating vs. Alberta's Performance Rating

Total Alberta Overnight Visitor Trips (N = 14,026,200)



Importance-Performance Analysis of Alberta as a Main Destination (13,322,500 Visitor Trips)

Exhibit 64d shows the importance-performance analysis based on the performance ratings of Alberta as a main destination. Overall, the perceived performance ratings for main destinations are somewhat lower than for the province as a whole. The relative importance of the attributes, however, remain relatively constant.

It is important to keep in mind that when Albertans rated Alberta as a whole, they rated the items very generally and may not necessarily have experienced the rated items. Their ratings may have been partially based on what they had heard or read. When they were asked to rate the factors based on the main destination of their trip, however, they would have had a greater likelihood of actually experiencing that factor.

Quadrant 1 (upper left): Concentrate Here

This quadrant includes items which are considered important in selecting a destination, but for which the perceived performance of the destination was relatively low. The attributes include:

- Inexpensive travel
- Budget accommodations
- National Parks
- Seeing different wildlife
- Inexpensive restaurants
- Campgrounds and trailer parks
- Outdoor activities
- Interesting residents
- High quality restaurants
- Shopping

Quadrant 2 (upper right): Keep Up The Good Work

This quadrant includes attributes which are considered important in selecting a destination and which received a relatively high rating in terms of performance. The three attributes in this quadrant are:

- Personal safety
- Standards of hygiene
- Scenery

Quadrant 3 (lower right): Possible Overkill

This quadrant includes attributes which are of low importance, but received a positive performance rating. As can be seen in the exhibit, no attributes fell into this quadrant.

Quadrant 4 (lower left): Low Priority

In this quadrant are the attributes which are of relatively low importance to travellers in selecting a travel destination and which also received a low rating in terms of performance. Those items which are of the lowest importance include:

- Hunting
- Golfing
- Cross Country Skiing
- RV Parks

A number of attributes were considered relatively more important, but were rated low in terms of the destinations' performance. These items include:

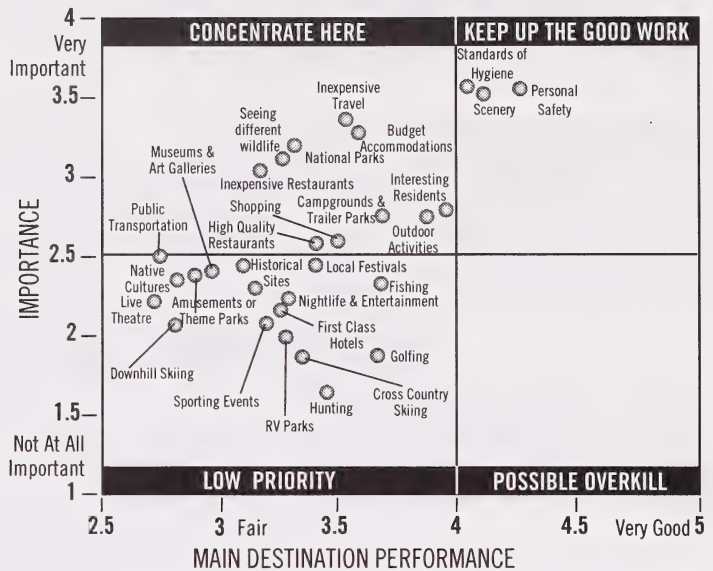
- Downhill skiing
- Sporting events
- First class hotels
- Live theatre
- Nightlife and entertainment
- Water sports
- Fishing

Finally, a number of attributes came very close to belonging to Quadrant 1: Concentrate Here. These attributes are considered somewhat "important", but received low performance ratings. Destinations within Alberta should address their performance in the following areas:

- Native cultures
- Amusement or theme parks
- Public transportation
- Museums and art galleries
- Historical sites
- Local festivals

Exhibit 64d: Importance Rating vs. Main Destination 's Performance

Alberta Main Destination - Overnight Trips (N = 13,322,500)



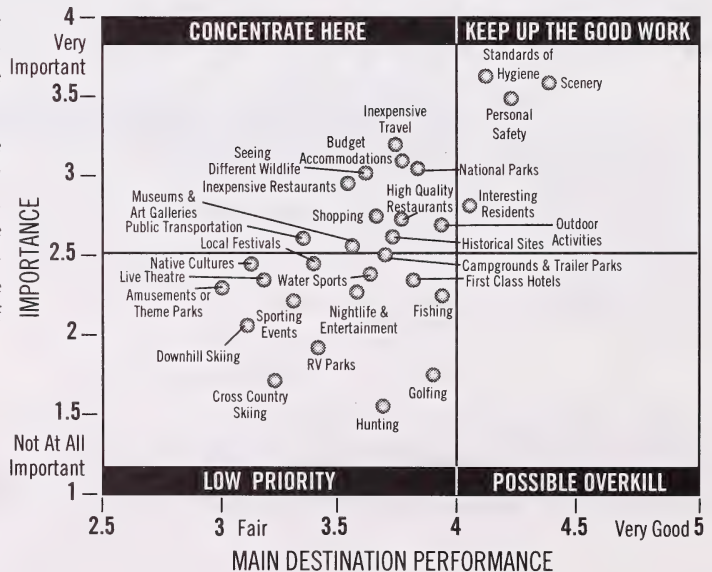
Importance-Performance Analysis of Non-Alberta Main Destinations (5,145,500 Visitor Trips)

Exhibit 64e shows the importance-performance analysis based on the performance ratings of main destinations outside the province of Alberta. By comparing Exhibits 64d with 64e, a sense of the relative level of performance of Alberta destinations with non-Alberta destinations may be gained.

In general, the various importance-performance attributes fell into the same four quadrants for both Alberta and non-Alberta destinations. Overall, the importance-performance ratings were very similar for Alberta and Non-Alberta destinations, however, non-Alberta destinations were rated slightly more positively in terms of perceived performance.

Exhibit 64e: Importance Rating vs. Main Destination's Performance

Non - Alberta Main Destination - Overnight Trips (N = 5,145,500)



Section Q

Characteristics of Survey Respondents

This section reviews the demographic characteristics of the survey respondents, including both travellers and non-travellers. Exhibits 65a through 65c show the characteristics of travellers by the season in which their trip ended. Exhibits 66a and 66b compare the characteristics of travellers and non-travellers.

Looking at the differences between Albertans who travelled and those who reported not having travelled during the month just prior to the interview period, travellers were generally:

- younger (45% aged 16-34 years compared to 43% for non-travellers);
- living in households consisting of families with children (44% versus 36% for non-travellers);
- of higher socio-economic status (17% high socio-economic status versus 10% for non-travellers); and
- more educated (30% with some/completed university compared to 22% for non-travellers).

Exhibit 65a: Characteristics of Survey Respondents - Season Trip Ended - Total Visitor Trips

	Total	Spring (Apr.15-June 14)	Summer (June 15-Sept. 8)	Fall (Sept. 9-Oct. 31)	Winter (Nov.1-Apr.14)
Sex of Respondent	%	%	%	%	%
Male	53.4	53.2	51.1	54.6	54.3
Female	46.6	46.8	48.9	45.4	45.7
Age of Respondent	%	%	%	%	%
16-24 years	19.7	19.0	22.5	20.4	18.2
25-34 years	26.9	27.6	27.5	23.7	27.4
35-44 years	23.5	23.4	20.4	26.0	24.6
45-54 years	11.2	12.2	10.7	11.8	10.9
55-64 years	9.9	9.8	9.7	10.3	9.9
65 or over	8.4	8.0	9.0	7.6	8.5
Number of People in the Household on Trip	%	%	%	%	%
1 person	54.9	57.5	50.5	59.0	55.3
2 people	27.4	26.1	27.7	26.2	28.1
3-5 people	16.8	16.0	20.8	14.2	15.8
6+ people	0.8	**	0.9*	0.6*	0.9*
Average Number of Household Members on Trip	1.8	1.7	1.9	1.7	1.8
Household Travel Party Composition¹	%	%	%	%	%
Individual	31.0	33.7	26.0	34.5	31.7
Two adults	33.0	31.6	32.1	34.9	33.3
Three or more adults	13.0	13.7	14.0	12.2	12.5
Adult(s) with children	22.8	20.7	27.5	18.2	22.3
Socio Economic Status²	%	%	%	%	%
High	15.4	17.1	14.7	16.4	15.0
Medium	40.4	39.8	40.1	38.6	41.2
Low	25.5	27.3	25.1	22.9	25.9
Not stated	18.7	15.9	20.1	22.1	17.9
Household Income	%	%	%	%	%
Under \$10,000	3.6	3.9	3.3	3.1	3.7
\$10,000-\$19,999	9.4	11.1	8.9	8.5	9.3
\$20,000-\$29,999	12.1	11.1	13.0	12.3	11.9
\$30,000-\$39,999	14.7	13.8	14.5	14.4	15.1
\$40,000-\$49,999	13.1	12.1	12.7	11.0	14.1
\$50,000-\$59,999	9.7	10.5	8.8	8.9	10.1
\$60,000-\$69,999	5.4	6.3	4.9	6.2	5.2
\$70,000-\$79,999	4.5	4.7	5.6	3.9	3.9
\$80,000-\$89,999	2.5	4.0	2.9	2.5	1.8*
\$90,000 or over	6.8	7.1	5.7	7.3	7.2
Refused/don't know/not stated	18.3	15.4	19.6	21.8	17.5
Age of Chief Wage Earner	%	%	%	%	%
Under 45 years	62.1	61.5	59.6	62.1	63.5
45 years or over	37.5	38.4	40.1	37.8	35.7
Education of Chief Wage Earner	%	%	%	%	%
Some/completed grade school	5.2	6.1	5.7	4.9	4.7
Some/completed high school	42.4	43.5	43.2	39.5	42.5
Technical/vocational/community college	23.4	22.7	22.1	25.5	23.6
Some/completed university	28.0	26.5	27.9	29.4	28.2
Occupation of Chief Wage Earner	%	%	%	%	%
Management/administrative/professional	22.2	21.8	21.1	22.5	22.8
Sciences/social sciences	6.5	7.4	6.4	6.4	6.3
Teaching	5.1	4.8	5.4	5.9	4.8
Clerical/sales/service	17.4	20.4	16.0	17.7	17.1
Farming/fishing/mining/forestry	12.9	11.7	13.0	13.5	13.0
Unskilled worker	6.3	4.6	6.3	5.0	7.4
Skilled worker	13.9	15.8	15.3	14.9	12.3
Student/unemployed	3.2	3.2	2.6	3.0	3.7
Retired	10.7	9.3	12.4	10.1	10.5
Other	1.0	**	0.6*	0.7*	1.0*
Not stated	0.8	**	0.9*	**	1.1*
Total Household Trips	23,468,100	3,480,300	5,789,500	3,196,200	11,002,100

¹ For more information on household travel party composition see Appendix 1.

² For more information on socio-economic status see Appendix 2.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 65b: Characteristics of Survey Respondents - Season Trip Ended - Same Day Visitor Trips

	Total	Spring (Apr.15-June 14)	Summer (June 15-Sept.8)	Fall (Sept. 9-Oct. 31)	Winter (Nov.1-Apr. 14)
Sex of Respondent	%	%	%	%	%
Male	53.4	52.9	51.1	54.7	54.3
Female	46.6	47.1	48.9	45.3	45.7
Age of Respondent	%	%	%	%	%
16-24 years	17.5	18.3	22.0	17.9	14.8
25-34 years	26.7	26.8	26.6	23.8	27.6
35-44 years	24.7	24.5	20.3	27.5	26.0
45-54 years	11.5	12.2	10.9	12.2	11.5
55-64 years	10.6	10.4	10.2	10.6	10.8
65 or over	8.8	7.7	9.5	7.8	9.1
Number of People in the Household on Trip	%	%	%	%	%
1 person	55.0	59.5	52.7	59.0	53.6
2 people	27.5	24.5	27.2	25.7	29.2
3-5 people	16.6	15.6	19.1	14.6	16.2
6+ people	0.9	**	1.0*	**	1.0*
Average Number of Household Members on Trip	1.8	1.7	1.8	1.7	1.8
Household Travel Party Composition¹	%	%	%	%	%
Individual	31.3	34.1	28.4	34.8	30.7
Two adults	33.2	31.5	31.7	34.3	34.0
Three or more adults	12.3	14.1	13.4	12.1	11.2
Adult(s) with children	23.1	20.0	26.2	18.7	23.9
Socio Economic Status²	%	%	%	%	%
High	14.4	16.3	13.4	16.7	13.6
Medium	41.3	39.0	41.1	39.3	42.7
Low	25.7	28.6	24.8	22.9	26.1
Not stated	18.6	16.0	20.7	21.2	17.6
Household Income	%	%	%	%	%
Under \$10,000	3.3	3.9*	3.1	2.9*	3.4*
\$10,000-\$19,999	9.8	11.7	8.7	9.1	10.0
\$20,000-\$29,999	12.0	11.0	13.1	11.8	11.8
\$30,000-\$39,999	15.0	14.0	15.5	15.3	15.1
\$40,000-\$49,999	13.3	12.3	12.3	10.8	14.8
\$50,000-\$59,999	9.9	9.5	8.4	8.8	11.0
\$60,000-\$69,999	5.2	6.1	4.7	6.6	4.8
\$70,000-\$79,999	4.3	4.4	5.5	3.7	3.8
\$80,000-\$89,999	2.5	4.6	2.8	2.5*	1.6*
\$90,000 or over	6.5	7.0	5.7	7.6	6.5
Refused/don't know/not stated	18.2	15.5	20.3	21.0	17.2
Age of Chief Wage Earner	%	%	%	%	%
Under 45 years	60.9	61.3	57.6	61.7	62.1
45 years or over	38.8	38.7	42.1	38.2	37.5
Education of Chief Wage Earner	%	%	%	%	%
Some/completed grade school	5.4	6.2	6.2	4.7	4.9
Some/completed high school	43.6	45.1	44.6	40.7	43.5
Technical/vocational/community college	23.6	23.5	21.7	24.6	24.1
Some/completed university	26.6	24.0	26.4	29.2	26.7
Occupation of Chief Wage Earner	%	%	%	%	%
Management/administrative/professional	21.3	20.2	19.7	22.0	22.1
Sciences/social sciences	6.1	7.1	5.7	6.6	6.0
Teaching	4.6	4.3	5.3	5.6	4.0
Clerical/sales/service	17.0	20.8	15.9	17.9	16.2
Farming/fishing/mining/forestry	14.9	14.4	15.6	15.3	14.8
Unskilled worker	6.3	4.1	6.2	5.0	7.5
Skilled worker	14.4	16.7	14.9	14.9	13.5
Student/unemployed	2.7	2.9*	2.4	2.1*	2.8*
Retired	10.9	8.9	12.7	9.6	11.0
Other	0.9	**	0.7*	**	1.3*
Not stated	0.8*	**	0.8*	**	**
Total Household Trips	16,308,100	2,464,100	3,684,000	2,295,300	7,864,700

¹ For more information on household travel party composition see Appendix 1.

² For more information on socio-economic status see Appendix 2.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 65c: Characteristics of Survey Respondents - Season Trip Ended - Overnight Visitor Trips

	Total	Spring (Apr. 15-June 14)	Summer (June 15-Sept. 8)	Fall (Sept. 9-Oct. 31)	Winter (Nov. 1-Apr. 14)
Sex of Respondent	%	%	%	%	%
Male	53.3	53.9	51.2	54.6	54.2
Female	46.7	46.1	48.8	45.4	45.8
Age of Respondent	%	%	%	%	%
16-24 years	24.9	20.7	23.3	26.6	26.7
25-34 years	27.4	29.2	29.0	23.4	26.9
35-44 years	20.8	20.7	20.3	22.0	21.0
45-54 years	10.3	12.2	10.4	11.0	9.5
55-64 years	8.2	8.4	8.8	9.6	7.3
65 or over	7.5	8.9	8.0	7.3	6.9
Number of People in the Household on Trip	%	%	%	%	%
1 person	54.7	52.7	46.7	59.0	59.5
2 people	27.2	29.9	28.7	27.3	25.3
3-5 people	17.5	16.9	23.8	13.0	14.7
6+ people	0.6*	**	0.8*	**	**
Average Number of Household Members on Trip	1.8	1.8	2.0	1.7	1.7
Household Travel Party Composition¹	%	%	%	%	%
Individual	30.4	32.7	21.8	33.7	34.4
Two adults	32.6	31.9	32.8	36.6	31.6
Three or more adults	14.7	12.8	15.1	12.6	15.6
Adult(s) with children	22.1	22.3	29.8	16.9	18.2
Socio Economic Status²	%	%	%	%	%
High	17.7	18.9	16.9	15.6	18.5
Medium	38.2	41.6	38.3	36.9	37.5
Low	25.0	24.0	25.6	23.0	25.4
Not stated	19.1	15.5	19.1	24.4	18.6
Household Income	%	%	%	%	%
Under \$10,000	4.1	3.8*	3.7	3.7*	4.6*
\$10,000-\$19,999	8.3	9.6	9.4	7.0	7.5
\$20,000-\$29,999	12.5	11.4	12.8	13.7	12.3
\$30,000-\$39,999	13.8	13.3	12.6	12.0	15.3
\$40,000-\$49,999	12.5	11.7	13.5	11.5	12.4
\$50,000-\$59,999	9.3	13.0	9.7	9.3	7.9
\$60,000-\$69,999	5.9	6.9	5.3	5.3*	6.1
\$70,000-\$79,999	4.9	5.5*	5.7	4.5*	4.3*
\$80,000-\$89,999	2.6	2.3*	3.1	2.6*	2.3*
\$90,000 or over	7.6	7.4	5.8	6.4	9.1
Refused/don't know/not stated	18.6	15.1	18.4	24.0	18.2
Age of Chief Wage Earner	%	%	%	%	%
Under 45 years	64.7	62.0	63.1	63.1	67.1
45 years or over	34.4	37.7	36.7	36.7	31.0
Education of Chief Wage Earner	%	%	%	%	%
Some/completed grade school	4.7	5.9*	4.9	5.1*	4.2*
Some/completed high school	39.7	39.6	40.8	36.5	39.9
Technical/vocational/community college	22.9	20.7	22.7	27.7	22.4
Some/completed university	31.3	32.5	30.2	29.6	32.1
Occupation of Chief Wage Earner	%	%	%	%	%
Management/administrative/professional	24.2	26.0	23.5	23.9	24.4
Sciences/social sciences	7.2	8.4	7.6	6.0	7.1
Teaching	6.3	5.8*	5.7	6.7	6.7
Clerical/sales/service	18.2	19.5	16.0	17.2	19.5
Farming/fishing/mining/forestry	8.1	5.2*	8.6	8.4	8.8
Unskilled worker	6.5	5.7*	6.2	4.7*	7.4
Skilled worker	12.6	14.2	15.8	15.0	9.4
Student/unemployed	4.7	3.7*	2.9	5.2*	6.0
Retired	10.4	10.4	11.8	11.4	9.2
Other	0.6*	**	**	**	**
Not stated	1.0*	**	1.1*	**	**
Total Household Trips	7,160,000	1,016,200	2,105,500	900,900	3,137,400

¹ For more information on household travel party composition see Appendix 1.

² For more information on socio-economic status see Appendix 2.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

Exhibit 66a: Characteristics of Alberta's Traveller and Non-Traveller Respondents

	Total Alberta Traveller & Non- Traveller Respondents	Alberta Traveller Respondents	Alberta Non- Traveller Respondents
Sex of Respondent	%	%	%
Male	46.1	46.5	45.4
Female	53.9	53.5	54.6
Age of Respondent	%	%	%
16-34 years	44.2	45.2	42.5
35-54 years	35.0	37.1	31.6
55 years or older	18.2	17.3	19.8
Not stated	2.6	•	6.2
Number of People in the Household	%	%	%
1 person	21.2	19.3	24.2
2 people	35.2	34.8	35.9
3 people	16.4	16.8	15.8
4 people	17.7	19.1	15.6
5+ people	9.5	10.1	8.5
Average Number of Household Members	2.6	2.7	2.5
Household Composition	%	%	%
Family with children	40.6	43.6	35.5
Young - single/married (no children)	29.1	29.2	28.9
Older - working	14.7	15.2	13.8
Older - retired	12.7	11.2	15.3
Not stated	3.0	0.9	6.5
Socio Economic Status¹	%	%	%
High	14.2	16.6	10.4
Medium	35.8	38.4	31.7
Low	30.3	27.1	35.5
Not stated	19.6	17.9	22.4
Household Income	%	%	%
Under \$10,000	5.7	4.6	7.5
\$10,000-\$19,999	11.4	9.9	13.8
\$20,000-\$29,999	13.8	13.1	15.1
\$30,000-\$39,999	14.9	15.3	14.3
\$40,000-\$49,999	11.1	12.0	9.7
\$50,000-\$59,999	8.6	9.5	7.0
\$60,000-\$69,999	5.3	5.9	4.2
\$70,000-\$79,999	3.6	4.2	2.6*
\$80,000-\$89,999	1.8	2.3	1.0*
\$90,000 or over	4.8	5.9	3.0
Refused/don't know/not stated	19.1	17.4	21.9
Age of Chief Wage Earner	%	%	%
Under 45 years	63.3	65.7	59.4
45 years or over	34.6	33.9	35.9
Don't know/not stated	2.1	0.5*	4.6
Education of Chief Wage Earner	%	%	%
Some/completed grade school	6.9	5.2	9.7
Some/completed high school	44.1	41.4	48.6
Technical/vocational/community college	20.9	22.1	18.9
Some/completed university	27.0	30.3	21.7
Total Households	918,800	568,600	350,200

¹ For more information on socio-economic status see Appendix 2.

Note: Columns may not sum to 100% due to rounding.

* Interpret with caution due to small sample size.

** Data cannot be released due to small sample size.

• Represents less than 0.5%.

Exhibit 66b: Characteristics of Alberta's Traveller and Non-Traveller Respondents

	Total Alberta Traveller & Non- Traveller Respondents	Alberta Traveller Respondents	Alberta Non- Traveller Respondents
Occupation of Chief Wage Earner	%	%	%
Management/administrative/professional	21.1	23.1	18.1
Sciences/social sciences	7.2	7.3	6.9
Teaching	4.1	5.0	2.5*
Clerical/sales/service	20.0	19.4	21.1
Farming/fishing/mining/forestry	8.6	9.3	7.5
Unskilled worker	7.0	6.5	7.8
Skilled worker	13.1	12.9	13.4
Student/unemployed	4.3	3.8	5.2
Retired	13.2	11.2	16.3
Other	0.6*	0.6*	**
Not stated	0.9	1.0	0.7*
Zone of Origin	%	%	%
Chinook Country (Zone 1)	7.1	7.6	6.3
Gateway (Zone 2)	2.7	2.8	2.6
Big Country (Zone 3)	1.8	2.1	1.2*
David Thompson Country (Zone 4)	7.4	7.8	6.7
Battle River (Zone 5)	8.0	8.6	7.2
Lakeland (Zone 6)	5.2	5.6	4.5
Evergreen (Zone 7)	3.3	3.8	2.3*
Land of the Mighty Peace (Zone 8)	1.7	1.8	1.4*
Jasper National Park (Zone 9)	•	•	•
Calgary and District (Zone 10)	29.6	29.4	29.9
Edmonton (Zone 11)	25.9	22.2	31.9
Banff National Park (Zone 12)	•	•	•
Game Country (Zone 13)	2.1	2.3	1.8*
Land of the Midnight Twilight (Zone 14)	4.8	5.3	4.0
Total Households	918,800	568,600	350,200

Note: Columns may not sum to 100% due to rounding.

** Interpret with caution due to small sample size.*

*** Data cannot be released due to small sample size.*

• Represents less than 0.5%.

Appendices

Appendix 1

Travel Party Composition Definition

Party composition is used to define the composition of the travel party, i.e. the persons travelling together. Two different travel party compositions are referred to:

1. **Entire Travel Party Composition:** Refers to everyone travelling together. The entire travel party may include members from more than one household.
2. **Household Travel Party Composition:** Refers to everyone travelling together from the same household as the respondent.

The travel party groupings are the same for both composition categories however, and they are as follows:

1. **Individuals:** one person travelling alone
2. **Two adults:** two people travelling together who were both 16 years of age or older, not necessarily a couple
3. **Three or more adults - no children:** three or more people travelling together, all of whom were 16 years of age or older
4. **Adult(s) with children:** the travel party consisted of some members who were 15 years of age or younger, where they were not necessarily parent(s) and their offspring

Appendix 2

Socio-Economic Status Definition

Socio-economic status (SES) is typically measured as a composite of household income, education, and occupation. Each of these three variables was broken into three categories of about equal sizes in the sample as follows:

- Income:
 - Less than \$30,000
 - \$30,000 - \$59,999
 - \$60,000 or more
- Education:
 - Graduated from high school, but no college
 - College or partial university
 - Graduated from university
- Occupation:
 - Retired, or labourer/industrial worker
 - Sales/clerical
 - Professional/manager/executive/self-employed

Each household was assigned 1, 2 or 3 points on each scale, according to their income, education, and occupation. Adding points across the three scales, a household could have had anywhere from 3 to 9 points.

The lowest position on this scale consisted of households which earned less than \$30,000, where the head of the household had no college education, and where he or she was employed as a labourer or industrial worker. The highest position on the scale consisted of households which earned \$60,000 or more, where the head of the household had graduated from university, and was self-employed, or employed as a professional, manager or executive.

Appendix 3: Questionnaires

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

CALL RECORD

PROJECT #999T

Time Start:_____34-39

Time Finish:_____38-41

ID#:_____

Hello, my name is... from the Gallup Poll. We are conducting a study on behalf of Alberta Tourism and I would like to ask you a few questions about travel.

ASK ANY RESPONSIBLE ADULT:

1.

First of all, is this your household's primary residence?

YES1

NO2 ➔ TERMINATE INTERVIEW AND RECORD BELOW
2.

Could you please give me the first name of each person living in your household who is 16 years of age or older starting with the youngest? (LIST BELOW IN THE ORDER MENTIONED) (IF RESPONDENT IS RELUCTANT TO GIVE NAMES, ASK FOR INITIALS).

SELECT THE PERSON WHOSE NAME IS OPPOSITE THE LOWEST X WHICH HAS A NAME NEXT TO IT AND ASK TO SPEAK TO THAT PERSON. REINTRODUCE YOURSELF IF NECESSARY. IF SELECTED RESPONDENT NOT AVAILABLE, MAKE APPOINTMENT FOR CALLBACK. INTERVIEWER SAY: "According to my instructions here, the person I must speak with is"

RESPONDENT NAME: _____

RECORD OF ATTEMPTS – REFER TO CALL RECORD CODES TO RECORD OUTCOME OF EACH CALL BELOW

DATE/TIME	APPOINTMENT (IF NECESSARY)	OUTCOME (CODE)
		1 2 3 4 5 6 7 8 9 10
FIRST CALL _____/_____	_____	11 12 13 14 15 16 17
		1 2 3 4 5 6 7 8 9 10
SECOND CALL _____/_____	_____	11 12 13 14 15 16 17
		1 2 3 4 5 6 7 8 9 10
THIRD CALL _____/_____	_____	11 12 13 14 15 16 17

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

SCREENER

PROJECT #999T

INTERVIEWER REINTRODUCE IF NECESSARY

I would like to ask some questions about any trips you personally took which ended last month, that is January. Do not include any trips that were taken primarily for the purpose of commuting to work or school or making a sales call or delivery. Please keep in mind that New Year's Day took place during this month.

1. How many overnight trips (including at least one night away from home) did you, yourself take which ended between January 1 and January 31?

WRITE IN NUMBER

READ: Are you sure you included trips that may have started before January but ended on or later than January 1? (IF NECESSARY, CHANGE NUMBER OF TRIPS).

2. Now, please think only about trips that did not involve any nights away from home. For these day trips your destination must be at least 40 km or 25 miles one way from your home. How many day trips of this type did you take between January 1 and January 31?

WRITE IN NUMBER

TOTAL

(WATCH QUOTA)

COMPLETE ONE TRIP RECORD

FOR EACH TRIP RECORDED.

IF NO TRIPS TAKEN, SKIP TO BASIC DATA SECTION. IF QUOTA FOR NON- TRAVELLERS FILLED, RECORD ON CALL RECORD AND SAVE SCREENER.

IF RESPONDENT REFUSES TO BE INTERVIEWED AFTER SCREENING, CIRCLE BELOW:

REFUSED AFTER SCREENING 1

RECORD ON CALL RECORD AND SAVE SCREENER

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

TRIP RECORD

PROJECT #999T

ALBERTA MAILBACK SENT 1

OUTSIDE ALBERTA MAILBACK SENT 2

TRIP NUMBER _____

TELEPHONE NUMBER _____

IF FIRST TRIP RECORD, READ:

Now please think about the first trip you took which ended between _____ and _____.

GO TO Q.1

IF NOT FIRST TRIP RECORD, BEGIN HERE.

1a. What was the main destination of this trip? (IF NO MAIN DESTINATION, ASK: What was the farthest place from your home you visited?)

ALBERTA 1 _____ > SPECIFY _____ SKIP TO Q.2
FURTHEST CITY/TOWN/REGION

BRITISH COLUMBIA 2 _____ > SPECIFY Vancouver _____ 1
B.C. Interior 2
Victoria/Vancouver Island 3

SASKATCHEWAN 3 _____ > SPECIFY Saskatoon/Northern Saskatchewan 1
Regina/Southern Saskatchewan 2

OTHER PROVINCE/STATE 4 _____ > SPECIFY _____
PROVINCE/STATE

OUTSIDE OF NORTH AMERICA 5 _____ > SPECIFY _____
COUNTRY

IF DESTINATION IS OUTSIDE ALBERTA, ASK Q.1b.

1b. What was your main destination within Alberta? (IF MORE THAN ONE MAIN DESTINATION, READ: What was the farthest place from home that you visited in Alberta? (IF THE RESPONDENT INSISTS THEY HAD NO MAIN DESTINATION IN ALBERTA ASK WHERE THEY EXITED THE PROVINCE)

MAIN DESTINATION IN ALBERTA _____

IF MAIN DESTINATION (Q.1a) IS IN CANADA, or U.S., ASK Q.2. ALL OTHER SKIP TO Q.3.

2. Was your main destination (READ DESTINATION FROM Q.1a) more or less than 80 km or 50 miles one way from your home?

MORE THAN 80 KM 1
80 KM OR LESS 2
DON'T KNOW 3

READ: In the next few questions I will be asking about the travel party on this trip. By travel party, we mean the individuals who are travelling with you, whether or not they are members of your household.

- 3a. How many people in total went on this trip? Please include yourself and all other individuals, including infants.
 ONE 1 _____ > SKIP TO Q.4
 TWO OR MORE (SPECIFY NUMBER) _____
- 3b. And how many different households were included in the travel party on this trip?
 ONE 1 _____ > SKIP TO Q.4
 TWO OR MORE (SPECIFY NUMBER) _____
- 3c. How many members of your household went on this trip? Please include yourself and all other individuals, including infants.
 NUMBER OF PERSONS _____
4. Please tell me the age and sex of all members of the travel party who went on this trip, beginning with yourself and continuing from oldest to youngest. Please indicate whether or not they are members of your household.

	<u>RESPONDENT</u>	<u>ALL OTHER MEMBERS OF TRAVEL PARTY</u>							
		1	2	3	4	5	6	7	8
0-4 YEARS	■	1	1	1	1	1	1	1	1
5-9 YEARS	■	2	2	2	2	2	2	2	2
10-15 YEARS	■	3	3	3	3	3	3	3	3
16-19 YEARS	4	4	4	4	4	4	4	4	4
20-24 YEARS	5	5	5	5	5	5	5	5	5
25-34 YEARS	6	6	6	6	6	6	6	6	6
35-44 YEARS	7	7	7	7	7	7	7	7	7
45-54 YEARS	8	8	8	8	8	8	8	8	8
55-64 YEARS	9	9	9	9	9	9	9	9	9
65-74 YEARS	10	10	10	10	10	10	10	10	10
75 YEARS OR OVER	11	11	11	11	11	11	11	11	11
<u>SEX</u>									
MALE	1	1	1	1	1	1	1	1	1
FEMALE	2	2	2	2	2	2	2	2	2
<u>HOUSEHOLD MEMBERSHIP</u>									
HOUSEHOLD MEMBER	1	1	1	1	1	1	1	1	1
NOT HOUSEHOLD MEMBER	2	2	2	2	2	2	2	2	2

TOTAL NUMBER RECORDED MUST MATCH TOTAL NUMBER WHO WENT ON TRIP IN Q.3a.

5. What methods of transportation were used on this trip? CIRCLE AS MANY AS APPLY.

CAR/PRIVATE VEHICLE	1	AIRPLANE	6
RV/MOTOR HOME	2	TRAIN	7
OTHER MOTOR VEHICLE	3	BICYCLE	8
SCHEDULED BUS/COACH	4	BOAT	9
TAXI/LOCAL BUS	5	OTHER	0

6a. How many nights in total were spent away from home on this trip?

WRITE IN NUMBER

NONE 0 _____ > SKIP TO Q.9


6b. And how many nights were spent in the province of Alberta on this trip?

WRITE IN NUMBER

NONE 0 _____

7a. OVERNIGHT TRIP ONLY. OTHERS SKIP TO Q.9.

Did you, or did anyone in your household, buy an overnight travel package for any portion of your trip that included accommodation and at least one of the following items: transportation, meals, attractions or activities?

	(Q.7b) Total Nights	(Q.7c) Inside Alberta
YES, BOUGHT PACKAGE	1 _____	_____
NO, DIDN'T BUY PACKAGE	2 	SKIP TO INSTRUCTIONS BEFORE Q.8a

7b. How many nights were included in this package? (RECORD ABOVE)

7c. And, how many nights of this package were spent in the province of Alberta? (RECORD ABOVE)

7d. Please tell me the amount paid in Canadian dollars for everyone in your household on this trip for this package.

\$ _____ .00

CANADIAN 1

U.S. 2

OTHER (SPECIFY) 3

_____ 3

DON'T KNOW 4

IF NO NIGHTS SPENT IN ALBERTA IN Q.6B, SKIP TO Q.9

ASK 8a,b,c, CONSECUTIVELY FOR EACH OVERNIGHT STOP BEFORE ASKING ABOUT THE NEXT STOP.

- 8a. Where was the first (second, third, etc.) place you stayed for the night in Alberta? (RECORD LOCATION UNDER a) BELOW)
- 8b. In what type of accommodation did you stay? (REFER TO CODE LIST BELOW FOR ACCOMMODATION TYPES. CIRCLE ONE CODE FOR EACH STOP. IF MORE THAN ONE ACCOMMODATION TYPE IN ANY LOCATION, RECORD EACH TYPE ON SEPARATE LINES).
- 8c. And how many nights did you spend at this accommodation? (ASK FOR EACH ACCOMMODATION TYPE USED).

REPEAT 8a,b,c UNTIL ALL NIGHTS SPENT IN ALBERTA MENTIONED IN Q.6b ARE ACCOUNTED FOR.

a) LOCATION	b) TYPE OF ACCOMMODATION												c) # OF NIGHTS
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
_____	1	2	3	4	5	6	7	8	9	10	11	12	_____
TOTAL NUMBER OF NIGHTS MUST ADD TO TOTAL													
NIGHTS IN ALBERTA IN Q.6b)													_____

- | | |
|-----------------------------|--------------------------------------|
| 1. Hotel/Motel/Resort/Lodge | 7. Friends/Relatives |
| 2. Commercial Cottage/Cabin | 8. Own Vacation Home |
| 3. Bed and Breakfast | 9. Other (in transit, Hospital etc.) |
| 4. Youth Hostel | 10. RV with Friends/Relatives |
| 5. Campsite/Trailer Park | 11. RV at a Campsite |
| 6. Backcountry Camping | 12. RV at Side of Road |

9. What was the main purpose of this trip? (DO NOT READ LIST. CIRCLE ONE ONLY).

- | | |
|------------------------------------------------------------|----|
| ATTEND A CONFERENCE, CONVENTION, SEMINAR OR SYMPOSIUM | 1 |
| ATTEND A TRADESHOW OR CONSUMER SHOW | 2 |
| BUSINESS OR SALES MEETING | 3 |
| COMBINED BUSINESS AND PLEASURE | 4 |
| FAMILY AFFAIRS SUCH AS WEDDINGS, FUNERALS, ETC. | 5 |
| PERSONAL ERRANDS, E.G. BANKING, DOCTOR, ETC. | 6 |
| SHOPPING (NOT AT W.E.M.) | 7 |
| REGULAR GROCERY SHOPPING | 8 |
| WEST EDMONTON MALL SHOPPING/VISITING | 9 |
| VISITING FRIENDS OR RELATIVES | 10 |
| ATTEND SPECIAL EVENT, FESTIVAL, ATTRACTION (SPECIFY) _____ | 11 |
| FISHING | 12 |
| HUNTING | 13 |
| GOLFING | 14 |
| DOWNHILL (ALPINE) SKIING | 15 |
| CROSS-COUNTRY SKIING | 16 |
| OTHER VACATION/PLEASURE | 17 |
| VISIT VACATION HOME/COTTAGE/CONDO | 18 |
| OTHER (SPECIFY) _____ | 19 |

- 10a. Please tell me how much was spent in Alberta by everyone in your household on this trip. [IF PACKAGE BOUGHT READ: However, do not include any packages we have already discussed.] Please include all purchases made by cash, credit card or cheque and any expenses paid in advance for the trip for... READ CATEGORIES AND RECORD AMOUNT IN CANADIAN DOLLARS FOR EACH CATEGORY LISTED. ROUND TO NEAREST DOLLAR.

		Q.10a			Q.10c
		AMOUNT IN CANADIAN \$	NONE	DON'T KNOW/ REF.	INCL IN EXP.
*A.	Accommodation (excluding camping fees)	_____.00	0	1	1
*B.	Camping fees	_____.00	0	1	2
C.	Meals and refreshments bought in restaurants and hotels	_____.00	0	1	3
D.	Groceries purchased for use on the trip	_____.00	0	1	4
E.	Regular household grocery shopping	_____.00	0	1	5
F.	Vehicle gas and oil, maintenance or repairs	_____.00	0	1	6
G.	Car/RV rental/local transportation, eg. bus, taxis	_____.00	0	1	7
H.	Any fares paid for commercial transportation (air, train, etc.)	_____.00	0	1	8
I.	Attractions, Recreation and entertainment expenses	_____.00	0	1	9
J.	Conference or convention registration fees	_____.00	0	1	10
K.	Retail purchases including souvenirs	_____.00	0	1	11
	Specify: Clothing	_____.00	0	1	12
	Art/crafts	_____.00	0	1	13
	Sporting Goods	_____.00	0	1	14
	Electronics	_____.00	0	1	15
L.	Other purchases	_____.00	0	1	16

IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ASK Q.10b AND Q.10c. ALL OTHERS SKIP TO Q.11.

- 10b. Please give me your best estimate of the total amount spent by everyone in your household on this trip while in Alberta RECORD AMOUNT.

TOTAL ESTIMATE \$ _____.00 CDN

IF DON'T KNOW, CIRCLE HERE AND SKIP TO Q.11 [1]

- 10c. And which categories of expenditure are included in that amount?
RECORD ABOVE. _____

IF REFUSES TO GIVE CATEGORIES CIRCLE HERE [1]

* For overnight trip only.

11. How much, if any, money was spent outside Alberta by anyone in your household on this trip?

\$ _____ (AMOUNT) _____ (CURRENCY)

None 0

12. Which communities or places in Alberta did you visit on this trip?

1. _____ 6. _____

2. _____ 7. _____

3. _____ 8. _____

4. _____ 9. _____

5. _____ 10. _____

NONE.

IF RESPONDENT WENT TO EDMONTON AREA, ASK Q13. ALL OTHERS SKIP TO Q14.

13a. Just to confirm, did you or anyone in your household visit the West Edmonton Mall on this trip?

Yes 1

No 2 → SKIP TO Q.14

13b. How much money did you and other members of your household spend, if any, at the West Edmonton Mall, including any stays at the Fantasyland Hotel? IF RESPONDENT UNSURE, ASK FOR ESTIMATE.

\$ _____ .00

WRITE IN AMOUNT

ASK EVERYONE

14. On what day last month did you return home from this trip?

WRITE IN DATE

DON'T RECALL

1 →

IF DON'T REDALL IN:

April ASK: Would it have ended before April 15 1

or ended on or after April 15 2

June ASK: Would it have ended before June 15 1

or ended on or after June 15 2

Sept ASK: Would it have ended before Sept. 9 1

or ended on or after Sept. 9 2

IF ONLY ONE TRIP TAKEN, SKIP TO BASIC DATA

15a. Did you take any other trips identical to this one which ended last month. By identical, I mean having the same destination, the same number of nights and people and the same expenditures.

NO 1 → SKIP TO Q.16

YES 2 → ASK Q.15b

15b. How many other trips identical to this one did you take which ended last month?

(WRITE IN)

IF MONTH OF TRIP IS APRIL, JUNE, OR SEPTEMBER ASK:

15c: APRIL: How many trips ended before April 15 and how many ended on or after April 15?

Before

After

JUNE: How many trips ended before June 15 and how many ended on or after June 15?

Before

After

SEPT.: How many trips ended before September 9 and how many ended on or after September 9?

Before

After

16. NO MORE TRIPS TO RECORD

GO TO BASIC DATA

ADDITIONAL TRIP RECORDS WITH

NO IDENTICAL TRIPS, READ



Now think about the next trip you took which ended last month

(GO TO NEXT TRIP RECORD)

ADDITIONAL TRIP RECORDS WITH

IDENTICAL TRIPS, READ



Now think about the next trip you took which ended last month, which was different from these trips. (GO TO NEXT TRIP RECORD).

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

BASIC DATA

PROJECT #999T

_____-_____
TELEPHONE NUMBER

Now I have just a few questions to help us classify the information.

1. Could you please tell me the age and sex of everyone in your household, beginning with yourself and then continuing from oldest to youngest. DO NOT READ LIST. RECORD FOR EACH HOUSEHOLD MEMBER IN TURN.

	RESPONDENT	ALL OTHER MEMBERS OF HOUSEHOLD							
		1	2	3	4	5	6	7	8
0-4 YEARS	■	1	1	1	1	1	1	1	1
5-9 YEARS	■	2	2	2	2	2	2	2	2
10-15 YEARS	■	3	3	3	3	3	3	3	3
16-19 YEARS	4	4	4	4	4	4	4	4	4
20-24 YEARS	5	5	5	5	5	5	5	5	5
25-34 YEARS	6	6	6	6	6	6	6	6	6
35-44 YEARS	7	7	7	7	7	7	7	7	7
45-54 YEARS	8	8	8	8	8	8	8	8	8
55-64 YEARS	9	9	9	9	9	9	9	9	9
65-74 YEARS	10	10	10	10	10	10	10	10	10
75 YEARS OR OVER	11	11	11	11	11	11	11	11	11
SEX									
MALE	1	1	1	1	1	1	1	1	1
FEMALE	2	2	2	2	2	2	2	2	2

- 2a. Are you the chief wage earner in your household or would that be someone else?
YES, RESPONDENT IS CHIEF WAGE EARNER 1 _____ > SKIP TO Q.3
NO, SOMEONE ELSE 2

- 2b. Is the chief wage earner...?READ LIST.
Under 45 years, or 1
45 years or over 2

3. What was the last year of schooling the chief wage earner completed? (DO NOT READ LIST)
- | | |
|--------------------------------------------------------|---|
| SOME ELEMENTARY/GRADE SCHOOL | 1 |
| COMPLETED ELEMENTARY/GRADE SCHOOL | 2 |
| SOME HIGH SCHOOL/SECONDARY SCHOOL | 3 |
| COMPLETED HIGH SCHOOL/SECONDARY SCHOOL | 4 |
| TECHNICAL OR VOCATIONAL SCHOOL/COMMUNITY COLLEGE/CEGEP | 5 |
| SOME UNIVERSITY | 6 |
| COMPLETED UNIVERSITY | 7 |
| POST GRADUATE COURSES/DEGREE | 8 |

-
4. What is the chief wage earner's occupation? I don't mean the name of the company, but just the type of job and type of company.

_____ IN _____
(TYPE OF JOB) (TYPE OF COMPANY)
RETIRED

5. Into which of the following categories would you place your total household income before taxes for 1990? (READ LIST)

Less than \$10,000	1
\$10,000 to under \$20,000	2
\$20,000 to under \$30,000	3
\$30,000 to under \$40,000	4
\$40,000 to under \$50,000	5
\$50,000 to under \$60,000	6
\$60,000 to under \$70,000	7
\$70,000 to under \$80,000	8
\$80,000 to under \$90,000	9
\$90,000 or over	10
REFUSED	11

6. And how many people contribute to that income?

ONE	1
TWO	2
THREE	3
FOUR	4
FIVE OR MORE (SPECIFY)	5

7. How many different phone lines do you currently have in your home?

ONE	1
TWO	2
THREE	3
FOUR	4
FIVE OR MORE (SPECIFY)	5

IF RESPONDENT IS A TRAVELLER SAY THE FOLLOWING, ALL OTHERS SKIP TO Q.9

8. Thank you very much for answering these questions. We would like to send you an Alberta souvenir and a short survey about your travel experiences.
- Could I please have your full name and complete mailing address? (IF RESPONDENT REFUSES TO GIVE COMPLETE ADDRESS TRY TO GET POSTAL CODE).

NAME: _____

ADDRESS: _____

CITY/TOWN: _____ PROVINCE: ALBERTA

POSTAL CODE: _____

May I please confirm that I reached you at: _____

SKIP TO END

9. IF RESPONDENT IS A NON-TRAVELLER SAY:

Thank you very much for answering these questions. Before I finish may I please get your postal code

And may I confirm that I reached you at? _____

SAY: Thank you very much for your cooperation.

Date of interview: _____

Interviewer's signature: _____ I.D.#: _____

IF RESPONDENT REFUSED ADDRESS

CIRCLE HERE 1

CIRCLE MONTH TRIP WAS TAKEN

JANUARY	1
FEBRUARY	2
MARCH	3
APRIL	4
MAY	5
JUNE	6
JULY	7
AUGUST	8
SEPTEMBER	9
OCTOBER	10
NOVEMBER	11
DECEMBER	12

In Alberta Mailback Questionnaire

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

PROJECT #999T
I.D. NO. _____

ALBERTA RESIDENT TRAVEL SURVEY

Dear Alberta resident:

Thank you for participating in the recent telephone interview where you described your travel experiences in the previous month to our interviewer. Now we would like to ask you to please fill out this brief questionnaire dealing with your experiences in more detail. This information is confidential and will be used for statistical purposes only.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE HOUSEHOLD WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS ON THE TELEPHONE. THAT PERSON IS

A FEW INSTRUCTIONS BEFORE YOU BEGIN:

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favourite colour is....

- | | |
|--------|---|
| Blue | 1 |
| Green | 2 |
| Red | 3 |
| Yellow | 4 |

If more than one answer applies, then circle all appropriate numbers unless otherwise instructed.

A few questions have blank spaces instead of numbers. Just complete these in your own words.

1. Generally speaking, when choosing a destination for a vacation trip, different things are important to different people. Listed below are a number of items. For each item, circle the corresponding number to show how important that item is to you in selecting any vacation destination.

	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
High quality restaurants	1	2	3	4
Budget accommodation	1	2	3	4
Seaside	1	2	3	4
Golf	1	2	3	4
Tennis	1	2	3	4
Big modern cities	1	2	3	4
Historic old cities	1	2	3	4
Nightlife and entertainment	1	2	3	4
Scenery	1	2	3	4
Shopping	1	2	3	4
Reliable weather	1	2	3	4
Standards of hygiene and cleanliness	1	2	3	4
Mountainous areas	1	2	3	4
Local cuisine	1	2	3	4
Personal safety	1	2	3	4
Downhill skiing	1	2	3	4
Cross-country skiing	1	2	3	4
Interesting small towns and villages	1	2	3	4
Beaches for swimming and sunning	1	2	3	4
Casinos and gambling	1	2	3	4
RV parks	1	2	3	4
Campgrounds and trailer parks	1	2	3	4
Local festivals	1	2	3	4
Amusement or theme parks	1	2	3	4
Museum and art galleries	1	2	3	4
Warm, sunny climate	1	2	3	4
Wilderness and undisturbed nature	1	2	3	4
Interesting local people	1	2	3	4
Wide open spaces	1	2	3	4
Local crafts and handiwork	1	2	3	4
Outdoor activities such as hiking, climbing	1	2	3	4
Inexpensive restaurants	1	2	3	4
Public transportation such as airlines, railways, local transit systems	1	2	3	4
Live theatre and concerts	1	2	3	4
Resort areas	1	2	3	4

	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
Unique or different native cultural groups such as Inuit and Indian	1	2	3	4
National parks	1	2	3	4
Inexpensive travel	1	2	3	4
Variety of short, guided excursions/tours	1	2	3	4
Exotic atmosphere	1	2	3	4
Warm and friendly welcome for tourists	1	2	3	4
Lakes and rivers	1	2	3	4
Culture different from my own	1	2	3	4
Fishing	1	2	3	4
Hunting	1	2	3	4
First class hotels	1	2	3	4
Spectator sporting events	1	2	3	4
Historical, archaeological or military sites and buildings	1	2	3	4
Chance to see wildlife and birds I don't usually see	1	2	3	4
Opportunities to increase one's knowledge	1	2	3	4
Water sports such as surfing, water skiing, sailing, scuba diving	1	2	3	4
Fast food restaurants	1	2	3	4
Environmental quality of air, water and soil	1	2	3	4

2. For each statement listed below, circle the corresponding number that best describes how important each one is to you when you are planning a vacation trip.

	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
Rest and relaxation	1	2	3	4
Getting away from pressure	1	2	3	4
Visiting places that are important in history	1	2	3	4
Variety of things to see and do	1	2	3	4
Being together as a family	1	2	3	4
Meeting people with similar interests	1	2	3	4
Feeling at home away from home	1	2	3	4
Travelling to places where I feel safe and secure	1	2	3	4
Seeing as much as possible in the time available	1	2	3	4
Visiting friends and relatives	1	2	3	4
Visiting places my family came from	1	2	3	4
Being physically active	1	2	3	4
Being pampered/having all my needs attended to	1	2	3	4
Learning new things, increasing knowledge	1	2	3	4
Roughing it	1	2	3	4
Finding thrills and excitement	1	2	3	4

3. Please rate the province of Alberta as a whole on each item below. CIRCLE ONE NUMBER PER STATEMENT.

	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	<u>DON'T KNOW</u>
Variety of things to see and do	1	2	3	4	5	6
High quality restaurants	1	2	3	4	5	6
Value for my vacation money	1	2	3	4	5	6
Budget accommodation	1	2	3	4	5	6
Nightlife and entertainment	1	2	3	4	5	6
Scenery	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Standards of hygiene and cleanliness	1	2	3	4	5	6
Personal safety	1	2	3	4	5	6
Downhill skiing	1	2	3	4	5	6
Cross country skiing	1	2	3	4	5	6
Service in restaurants/hotels	1	2	3	4	5	6
Local festivals	1	2	3	4	5	6
Amusement or theme parks	1	2	3	4	5	6
Museums and art galleries	1	2	3	4	5	6
Interesting and friendly local people	1	2	3	4	5	6
Outdoor activities such as hiking, climbing	1	2	3	4	5	6
Public transportation such as airlines, railways, local transit systems	1	2	3	4	5	6
Live theatre and concerts	1	2	3	4	5	6
RV parks	1	2	3	4	5	6
Campground and trailer parks	1	2	3	4	5	6
Special events	1	2	3	4	5	6
Unique or different native cultural groups such as Inuit and Indian	1	2	3	4	5	6
Inexpensive restaurants	1	2	3	4	5	6
National parks	1	2	3	4	5	6
Inexpensive travel in Alberta	1	2	3	4	5	6
Fishing	1	2	3	4	5	6
Golfing	1	2	3	4	5	6
Hunting	1	2	3	4	5	6
First class hotels	1	2	3	4	5	6
Spectator sporting events	1	2	3	4	5	6
Historical or archaeological sites and buildings	1	2	3	4	5	6
Seeing wildlife and birds I don't usually see	1	2	3	4	5	6
Water sports such as water skiing and sailing	1	2	3	4	5	6
Kinds of things I like to do on vacation	1	2	3	4	5	6

The following questions refer only to the trip you took to _____ Alberta, which ended on _____. Please think only of the places you visited on this trip when answering these questions.

4. Thinking of your entire trip, which one trip type defined below best describes the kind of trip you took?
CIRCLE ONE ANSWER ONLY.

A outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting. 1

A resort vacation. A trip to a resort or resort area where a wide variety of seasonal activities, such as swimming, skiing, golfing, tennis and so on, are available close by or on the premises. 2

A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest. 3

A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city. 4

A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives. 5

A business or convention trip. For instance, attending a meeting, seminar, conference or convention. 6

Business and pleasure. A trip that combines business and pleasure. 7

5. In the list below, please circle all the activities in which you personally participated in Alberta on this trip. CIRCLE AS MANY ITEMS AS APPLY.

Visiting friends and relatives	1	Viewing wildlife	2
Visit vacation home/cottage/condo	2	Birdwatching	3
Hiking/climbing, etc.	3	Visiting Royal Tyrrell (dinosaur) Museum	4
Fishing	4	Visiting Head-Smashed-In Buffalo Jump	5
Golfing	5	Visiting historical sites	6
Tennis	6	Visiting scenic landmarks	7
Horseback/trail riding	7	Visiting amusement or theme parks	8
Hunting	8	Visiting Calgary Zoo	9
Swimming	9	Visiting Heritage Park in Calgary	0
Boating	0	Visiting West Edmonton Mall	1
Other watersports	1	Visiting Fort Edmonton Park	2
Sunbathing/beach activities	2	Visiting Edmonton Space & Sciences Centre	3
Downhill skiing	3	Attending Calgary Stampede	4
Cross country skiing	4	Attending Edmonton Klondike Days	5
Attending sporting events	5	Attending the Fringe Theatre Festival (Edm)	6
Bicycling	6	Attending a conference, convention, seminar, or symposium	7
Sightseeing in cities	7	Attending trade show or consumer show	8
Attending concerts/live theatre	8	Attending a business or sales meeting or on a service call	9
Visiting galleries/museums	9	Attending family affairs such as weddings, funerals, etc.	0
Visiting nightclubs or other places of entertainment	0		
Dining out in restaurants	1		
Attending local festivals/fairs/ special events	2	Shopping	1
Taking pictures or filming	3	Personal errands (e.g. banking, doctor, etc.)	2
Resting and relaxing	4	Participated in a paid adventure package such as trailriding, river rafting, fly-in fishing, etc.	3
Sightseeing in the countryside	5	Organized day tour/excursion	4
Visiting wilderness areas	6	Organized overnight tour/excursion	5
Visiting mountainous areas	7	Any other activities	6
Visiting interpretive centres/exhibits	8		
Visiting Kananaskis country	9		
Visiting National Parks	0	DID NOT PARTICIPATE IN ANY ACTIVITIES OR PROGRAMS	2
Visiting Provincial Parks	1		

6. Please rate the main destination you visited on this trip on each item below. CIRCLE ONE NUMBER PER STATEMENT.

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR	DON'T KNOW
Variety of things to see and do	1	2	3	4	5	6
High quality restaurants	1	2	3	4	5	6
Value for my vacation money	1	2	3	4	5	6
Budget accommodation	1	2	3	4	5	6
Nightlife and entertainment	1	2	3	4	5	6
Scenery	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Standards of hygiene and cleanliness	1	2	3	4	5	6
Personal safety	1	2	3	4	5	6
Downhill skiing	1	2	3	4	5	6
Cross country skiing	1	2	3	4	5	6
Service in restaurants/hotels	1	2	3	4	5	6
Local festivals	1	2	3	4	5	6
Amusement or theme parks	1	2	3	4	5	6
Museums and art galleries	1	2	3	4	5	6
Interesting and friendly local people	1	2	3	4	5	6
Outdoor activities such as hiking, climbing	1	2	3	4	5	6
Public transportation such as airlines, railways, local transit systems	1	2	3	4	5	6
Live theatre and concerts	1	2	3	4	5	6
RV parks	1	2	3	4	5	6
Campground and trailer parks	1	2	3	4	5	6
Special events	1	2	3	4	5	6
Unique or different native cultural groups such as Inuit and Indian	1	2	3	4	5	6
Inexpensive restaurants	1	2	3	4	5	6
National parks	1	2	3	4	5	6
Inexpensive travel in Alberta	1	2	3	4	5	6
Fishing	1	2	3	4	5	6
Golfing	1	2	3	4	5	6
Hunting	1	2	3	4	5	6
First class hotels	1	2	3	4	5	6
Spectator sporting events	1	2	3	4	5	6
Historical or archaeological sites and buildings	1	2	3	4	5	6
Seeing wildlife and birds I don't usually see	1	2	3	4	5	6
Water sports such as water skiing and sailing	1	2	3	4	5	6
Kinds of things I like to do on vacation	1	2	3	4	5	6

7. Excluding this trip, in what year was your last trip to this destination? WRITE IN BELOW OR CHECK BOX.

YEAR 19

NEVER VISITED BEFORE THIS TIME [1]

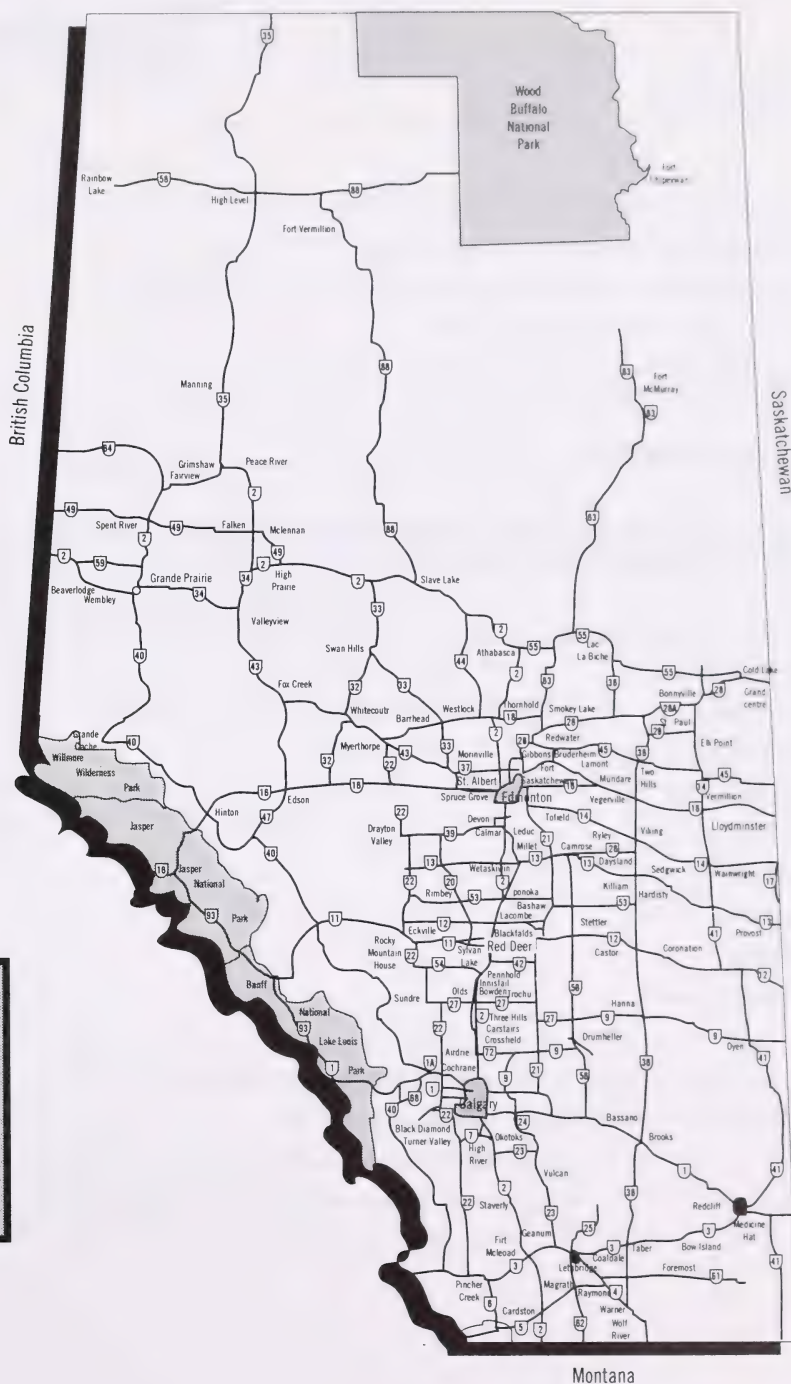
8. What different sources of information, if any, did you use while planning this trip? PLEASE CIRCLE AS MANY AS APPLY.

	Q.8 SOURCE OF INFORMATION	Q.9 MOST HELPFUL
Travel agent	1	1
Airlines	2	2
Tour operator	3	3
Automobile association	4	4
Other clubs or associations	5	5
Travel Alberta/Alberta Tourism	6	6
Calgary Convention & Visitors Bureau	7	7
Edmonton Tourism	8	8
Tourism Zone associations/councils	9	9
Other government tourism offices	0	0
Brochures/pamphlets	1	11
Articles/features in newspapers or magazines	2	12
Travel books	3	13
Advice of friends or relatives	4	14
Advertisements	5	15
Consumer/trade/travel shows	6	16
Previous Visit	7	17
Other (specify) _____	8	18
DIDN'T USE ANY INFORMATION SOURCES	9	19

9. Which one of these sources was the most helpful?

CIRCLE ONE NUMBER ABOVE.

10. On the map below, please trace your highway route through Alberta on this trip. Include direction arrows to show us the direction you travelled.



If you are unable to find your route on this map, refer to the complete Alberta road map enclosed in this package to assist you.

11. Please list any information centres you visited while on this trip and where they were located?

1

IF NO
INFORMATION CENTRE
VISITED, GO TO
QUESTION 13

2

12. As a result of visiting the information centre(s) did you do any of the following? CIRCLE AS MANY AS APPLY.

Go to more places/events than originally planned 1

Take a different route than originally planned 2

Take a longer trip than originally planned 3

Other (SPECIFY) _____

4

NONE OF THE ABOVE 5

13. How long before you left on this trip did you begin to consider taking this trip? PLEASE CIRCLE THE NUMBER BESIDE THE TIME PERIOD.

	Q.13 BEGIN TO CONSIDER	Q.14 FINAL DECISION
--	---------------------------	------------------------

1 week or less	1	1
----------------	---	---

1 - 2 weeks	2	2
-------------	---	---

2 - 3 weeks	3	3
-------------	---	---

3 - 4 weeks	4	4
-------------	---	---

2 months	5	5
----------	---	---

3 months	6	6
----------	---	---

4 months	7	7
----------	---	---

5 months	8	8
----------	---	---

6 months or more	9	9
------------------	---	---

14. How long before you left did you make the final decision to visit this destination?

CHOOSE ONE ANSWER ONLY AND RECORD ABOVE.

Outside Alberta Mailback Questionnaire

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

PROJECT #999T

ID#: _____

ALBERTA RESIDENT TRAVEL SURVEY

Dear Alberta resident:

Thank you for participating in the recent telephone interview where you described your travel experiences in the previous month to our interviewer. Now we would like to ask you to please fill out this brief questionnaire dealing with your experiences in more detail. This information is confidential and will be used for statistical purposes only.

Your answers are extremely important, so please complete the questionnaire and return it in the stamped envelope provided.

THIS QUESTIONNAIRE IS TO BE COMPLETED BY THE SAME PERSON IN THE HOUSEHOLD WHO WAS SELECTED TO ANSWER THE INTERVIEWER'S QUESTIONS ON THE TELEPHONE. THAT PERSON IS

_____.

A FEW INSTRUCTIONS BEFORE YOU BEGIN:

Most questions are multiple choice, with a number next to each of the possible answers. To show your answer, just draw a circle around the number next to the answer that applies.

For example:

My favourite colour is....

- | | |
|--------|---|
| Blue | 1 |
| Green | 2 |
| Red | 3 |
| Yellow | 4 |

If more than one answer applies, then circle all appropriate numbers unless otherwise instructed.

A few questions have blank spaces instead of numbers. Just complete these in your own words.

1. Generally speaking, when choosing a destination for a vacation trip, different things are important to different people. Listed below are a number of items. For each item, circle the corresponding number to show how important that item is to you in selecting any vacation destination.

	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
High quality restaurants	1	2	3	4
Budget accommodation	1	2	3	4
Seaside	1	2	3	4
Golf	1	2	3	4
Tennis	1	2	3	4
Big modern cities	1	2	3	4
Historic old cities	1	2	3	4
Nightlife and entertainment	1	2	3	4
Scenery	1	2	3	4
Shopping	1	2	3	4
Reliable weather	1	2	3	4
Standards of hygiene and cleanliness	1	2	3	4
Mountainous areas	1	2	3	4
Local cuisine	1	2	3	4
Personal safety	1	2	3	4
Downhill skiing	1	2	3	4
Cross-country skiing	1	2	3	4
Interesting small towns and villages	1	2	3	4
Beaches for swimming and sunning	1	2	3	4
Casinos and gambling	1	2	3	4
RV parks	1	2	3	4
Campgrounds and trailer parks	1	2	3	4
Local festivals	1	2	3	4
Amusement or theme parks	1	2	3	4
Museum and art galleries	1	2	3	4
Warm, sunny climate	1	2	3	4
Wilderness and undisturbed nature	1	2	3	4
Interesting local people	1	2	3	4
Wide open spaces	1	2	3	4
Local crafts and handiwork	1	2	3	4
Outdoor activities such as hiking, climbing	1	2	3	4
Inexpensive restaurants	1	2	3	4
Public transportation such as airlines, railways, local transit systems	1	2	3	4
Live theatre and concerts	1	2	3	4
Resort areas	1	2	3	4

	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
Unique or different native cultural groups such as Inuit and Indian	1	2	3	4
National parks	1	2	3	4
Inexpensive travel	1	2	3	4
Variety of short, guided excursions/tours	1	2	3	4
Exotic atmosphere	1	2	3	4
Warm and friendly welcome for tourists	1	2	3	4
Lakes and rivers	1	2	3	4
Culture different from my own	1	2	3	4
Fishing	1	2	3	4
Hunting	1	2	3	4
First class hotels	1	2	3	4
Spectator sporting events	1	2	3	4
Historical, archaeological or military sites and buildings	1	2	3	4
Chance to see wildlife and birds I don't usually see	1	2	3	4
Opportunities to increase one's knowledge	1	2	3	4
Water sports such as surfing, water skiing, sailing, scuba diving	1	2	3	4
Fast food restaurants	1	2	3	4
Environmental quality of air, water and soil	1	2	3	4

2. For each statement listed below, circle the corresponding number that best describes how important each one is to you when you are planning a vacation trip.

	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
Rest and relaxation	1	2	3	4
Getting away from pressure	1	2	3	4
Visiting places that are important in history	1	2	3	4
Variety of things to see and do	1	2	3	4
Being together as a family	1	2	3	4
Meeting people with similar interests	1	2	3	4
Feeling at home away from home	1	2	3	4
Travelling to places where I feel safe and secure	1	2	3	4
Seeing as much as possible in the time available	1	2	3	4
Visiting friends and relatives	1	2	3	4
Visiting places my family came from	1	2	3	4
Being physically active	1	2	3	4
Being pampered/having all my needs attended to	1	2	3	4
Learning new things, increasing knowledge	1	2	3	4
Roughing it	1	2	3	4
Finding thrills and excitement	1	2	3	4

3. Please rate the province of Alberta as a whole on each item below. CIRCLE ONE NUMBER PER STATEMENT.

	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	<u>DON'T KNOW</u>
Variety of things to see and do	1	2	3	4	5	6
High quality restaurants	1	2	3	4	5	6
Value for my vacation money	1	2	3	4	5	6
Budget accommodation	1	2	3	4	5	6
Nightlife and entertainment	1	2	3	4	5	6
Scenery	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Standards of hygiene and cleanliness	1	2	3	4	5	6
Personal safety	1	2	3	4	5	6
Downhill skiing	1	2	3	4	5	6
Cross country skiing	1	2	3	4	5	6
Service in restaurants/hotels	1	2	3	4	5	6
Local festivals	1	2	3	4	5	6
Amusement or theme parks	1	2	3	4	5	6
Museums and art galleries	1	2	3	4	5	6
Interesting and friendly local people	1	2	3	4	5	6
Outdoor activities such as hiking, climbing	1	2	3	4	5	6
Public transportation such as airlines, railways, local transit systems	1	2	3	4	5	6
Live theatre and concerts	1	2	3	4	5	6
RV parks	1	2	3	4	5	6
Campground and trailer parks	1	2	3	4	5	6
Special events	1	2	3	4	5	6
Unique or different native cultural groups such as Inuit and Indian	1	2	3	4	5	6
Inexpensive restaurants	1	2	3	4	5	6
National parks	1	2	3	4	5	6
Inexpensive travel in Alberta	1	2	3	4	5	6
Fishing	1	2	3	4	5	6
Golfing	1	2	3	4	5	6
Hunting	1	2	3	4	5	6
First class hotels	1	2	3	4	5	6
Spectator sporting events	1	2	3	4	5	6
Historical or archaeological sites and buildings	1	2	3	4	5	6
Seeing wildlife and birds I don't usually see	1	2	3	4	5	6
Water sports such as water skiing and sailing	1	2	3	4	5	6
Kinds of things I like to do on vacation	1	2	3	4	5	6

The following questions refer only to the trip you took to _____ which ended on _____. Please think only of the places you visited on this trip when answering these questions.

4. Thinking of your entire trip, which one trip type defined below best describes the kind of trip you took? **CIRCLE ONE ANSWER ONLY.**

An outdoors vacation. A vacation in a natural area where you may engage in activities such as camping, fishing, hiking or rafting.

1

A resort vacation. A trip to a resort or resort area where a wide variety of seasonal activities, such as swimming, skiing, golfing, tennis and so on, are available close by or on the premises.

2

A touring vacation. A vacation by car or bus or train through areas of scenic beauty, cultural or general interest.

3

A town or city trip. A trip to a town or city where you may shop, visit museums, enjoy entertainment, dine, attend plays or concerts, or just stroll around and enjoy the city.

4

A visit to friends or relatives. A trip whose primary purpose is to visit and spend time with friends or relatives.

5

A business or convention trip. For instance, attending a meeting, seminar, conference or convention.

6

Business and pleasure. A trip that combines business and pleasure.

7

5. In the list below, please circle all the activities in which you personally participated on this trip. CIRCLE AS MANY ITEMS AS APPLY.

Visiting friends and relatives	1	Viewing wildlife	2
Visit vacation home/cottage/condo	2	Birdwatching	3
Hiking/climbing, etc.	3	Visiting Royal Tyrrell (dinosaur) Museum	4
Fishing	4	Visiting Head-Smashed-In Buffalo Jump	5
Golfing	5	Visiting historical sites	6
Tennis	6	Visiting scenic landmarks	7
Horseback/trail riding	7	Visiting amusement or theme parks	8
Hunting	8	Visiting Calgary Zoo	9
Swimming	9	Visiting Heritage Park in Calgary	0
Boating	0	Visiting West Edmonton Mall	1
Other watersports	1	Visiting Fort Edmonton Park	2
Sunbathing/beach activities	2	Visiting Edmonton Space & Sciences Centre	3
Downhill skiing	3	Attending Calgary Stampede	4
Cross country skiing	4	Attending Edmonton Klondike Days	5
Attending sporting events	5	Attending the Fringe Theatre Festival (Edm)	6
Bicycling	6	Attending a conference, convention, seminar, or symposium	7
Sightseeing in cities	7	Attending trade show or consumer show	8
Attending concerts/live theatre	8	Attending a business or sales meeting or on a service call	9
Visiting galleries/museums	9	Attending family affairs such as weddings, funerals, etc.	0
Visiting nightclubs or other places of entertainment	0		
Dining out in restaurants	1		
Attending local festivals/fairs/ special events	2	Shopping	1
Taking pictures or filming	3	Personal errands (e.g. banking, doctor, etc.)	2
Resting and relaxing	4	Participated in a paid adventure package such as trailriding, river rafting, fly-in fishing, etc.	3
Sightseeing in the countryside	5	Organized day tour/excursion	4
Visiting wilderness areas	6	Organized overnight tour/excursion	5
Visiting mountainous areas	7	Any other activities	6
Visiting interpretive centres/exhibits	8		
Visiting Kananaskis country	9		
Visiting National Parks	0	DID NOT PARTICIPATE IN ANY	
Visiting Provincial Parks	1	ACTIVITIES OR PROGRAMS	2

6. Please rate the main destination you visited on this trip on each item below. CIRCLE ONE NUMBER PER STATEMENT.

	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	<u>DON'T KNOW</u>
Variety of things to see and do	1	2	3	4	5	6
High quality restaurants	1	2	3	4	5	6
Value for my vacation money	1	2	3	4	5	6
Budget accommodation	1	2	3	4	5	6
Nightlife and entertainment	1	2	3	4	5	6
Scenery	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Standards of hygiene and cleanliness	1	2	3	4	5	6
Personal safety	1	2	3	4	5	6
Downhill skiing	1	2	3	4	5	6
Cross country skiing	1	2	3	4	5	6
Service in restaurants/hotels	1	2	3	4	5	6
Local festivals	1	2	3	4	5	6
Amusement or theme parks	1	2	3	4	5	6
Museums and art galleries	1	2	3	4	5	6
Interesting and friendly local people	1	2	3	4	5	6
Outdoor activities such as hiking, climbing	1	2	3	4	5	6
Public transportation such as airlines, railways, local transit systems	1	2	3	4	5	6
Live theatre and concerts	1	2	3	4	5	6
RV parks	1	2	3	4	5	6
Campground and trailer parks	1	2	3	4	5	6
Special events	1	2	3	4	5	6
Unique or different native cultural groups such as Inuit and Indian	1	2	3	4	5	6
Inexpensive restaurants	1	2	3	4	5	6
National parks	1	2	3	4	5	6
Inexpensive travel to this destination	1	2	3	4	5	6
Inexpensive travel in and around this destination	1	2	3	4	5	6
Fishing	1	2	3	4	5	6
Golfing	1	2	3	4	5	6
Hunting	1	2	3	4	5	6
First class hotels	1	2	3	4	5	6
Spectator sporting events	1	2	3	4	5	6
Historical or archaeological sites and buildings	1	2	3	4	5	6
Seeing wildlife and birds I don't usually see	1	2	3	4	5	6
Water sports such as water skiing and sailing	1	2	3	4	5	6
Kinds of things I like to do on vacation	1	2	3	4	5	6

7. Excluding this trip, in what year was your last trip to this destination? WRITE IN BELOW OR CHECK BOX.

YEAR 19

NEVER VISITED BEFORE THIS TIME [1]

8. What different sources of information, if any, did you use while planning this trip?

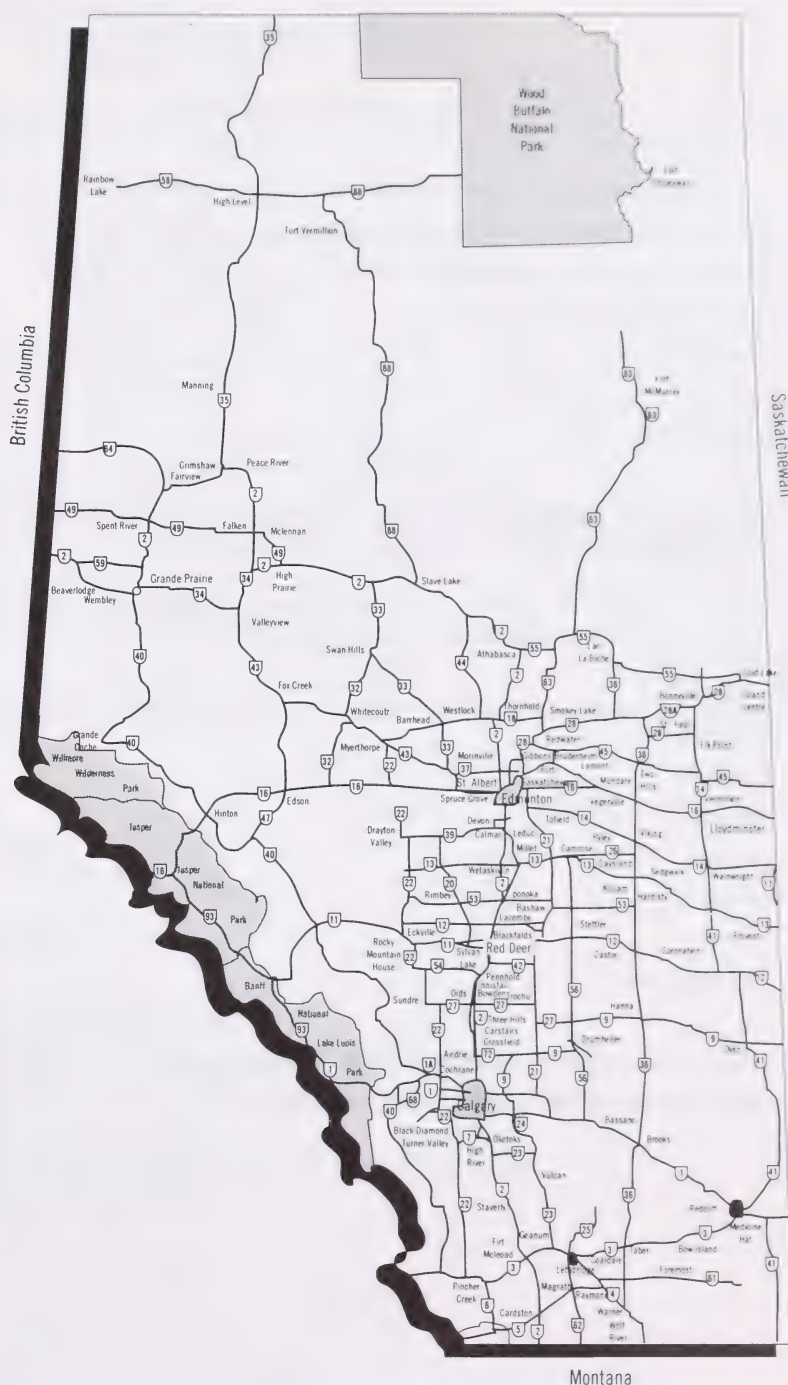
PLEASE CIRCLE AS MANY AS APPLY.

	Q.8 SOURCE OF INFORMATION	Q.9 MOST HELPFUL
Travel agent	1	1
Airlines	2	2
Tour operator	3	3
Automobile association	4	4
Other clubs or associations	5	5
Travel Alberta/Alberta Tourism	6	6
Visitor convention bureaus	7	7
Tourism Zone associations	8	8
Other government tourism offices	9	9
Brochures/pamphlets	0	10
Articles/features in newspapers or magazines	1	11
Travel books	2	12
Advice of friends or relatives	3	13
Advertisements	4	14
Consumer/trade/travel shows	5	15
Previous Visit	6	16
Other (specify) _____	7	17
DIDN'T USE ANY INFORMATION SOURCES	8	18

9. Which one of these sources was the most helpful?

CIRCLE ONE NUMBER ABOVE.

10. On the map below, please trace the highway route you used to leave Alberta on this trip. Include direction arrows (→), and your first point of departure (D) from the province and final re-entry point (E) back into the province. If you did not travel along any highways, just record your point of departure (D) and final re-entry point (E).



If you are unable to find your route on this map, refer to the complete Alberta road map enclosed in this package to assist you.

11. Please list any information centres you visited while on this trip and where they were located?

1 _____

IF NO
INFORMATION CENTRE
VISITED, GO TO
QUESTION 13

2 _____

12. As a result of visiting the information centre(s) did you do any of the following? CIRCLE AS MANY AS APPLY.

Go to more places/events than originally planned 1

Take a different route than originally planned 2

Take a longer trip than originally planned 3

Other (SPECIFY) _____ 4

NONE OF THE ABOVE 5

13. How long before you left on this trip did you begin to consider taking this trip? PLEASE CIRCLE THE NUMBER BESIDE THE TIME PERIOD.

	Q.13 BEGIN TO CONSIDER	Q.14 FINAL DECISION
1 week or less	1	1
1 - 2 weeks	2	2
2 - 3 weeks	3	3
3 - 4 weeks	4	4
2 months	5	5
3 months	6	6
4 months	7	7
5 months	8	8
6 months or more	9	9

14. How long before you left did you make the final decision to visit this destination?
CHOOSE ONE ANSWER ONLY AND RECORD ABOVE.

GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

PROJECT #999T

ID#: _____

CHINOOK COUNTRY

Below is a map of the Chinook Country area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Chinook Country area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Chinook Country area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 Aware	Q.2 Attended
Little Britches Rodeo and Parade - High River	1	1
Writing-On-Stone Rodeo - Writing-On-Stone	2	2
Milo Race Meet - Milo	3	3
Millarville-Race-Days - Millarville	4	4
Whoop-Up Days - Lethbridge	5	5
Taber Cornfest - Taber	6	6
Waterton Beargrass Days - Waterton Lakes National Park	7	7
Santa Claus Parade - Fort Macleod	8	8
Tipi Village and Annual Pow Wow Head-Smashed-In-		
Buffalo Jump - Fort Macleod	9	9

2. Which, if any, of these events did you attend on your trip to the Chinook Country area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Chinook Country area. CIRCLE AS MANY AS APPLY.

Hiking	1	Visiting Other Provincial Parks	7
Biking	2	Visiting Remington-Alberta Carriage Collection, Cardston	8
Down Hill Skiing	3	Visiting Mormon Temple Visitor Centre, Cardston	9
Canoeing	4	Visiting Frank Slide Interpretive Centre, Crowsnest Pass	0
Golfing	5	Visiting Leitch Collieries, Crowsnest Pass	1
Visiting a Tourist Information Centre in Chinook Country	6	Visiting Fort Museum, Fort Macleod	2
Trail Riding	7	Visiting Head-Smashed-In Buffalo Jump, Fort Macleod	3
Camping	8	Visiting Nikka Yuko Japanese Garden, Lethbridge	4
Back Country Skiing	9	Visiting Lethbridge Brewery Garden	5
Fishing	0	Visiting Fort Whoop-Up Interpretive Centre, Lethbridge	6
Shopping/Dining	1	Visiting Milk River Interpretive Centre	7
Visiting Waterton Lakes National Park	2	Visiting Lancaster Bomber, Nanton	8
Visiting Kananaskis Country / Provincial Park	3	Visiting Westcastle Ski Park, Pincher Creek	9
Attending a Meeting, Convention or Trade Show	4	Visiting Friends and Relatives	0
Participation in an Organized Sporting or Entertainment Activity	5		
Visiting Writing-on-Stone Provincial Park	6		

4. Please indicate the main reason for your visit to the Chinook Country area.

5. What different sources of information, if any, did you use while planning this trip to the Chinook Country area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Trade/Consumer Shows	6	None	2
		Billboards	3

GALLUP CANADA, INC.

180 Bloor Street, West

Toronto, Ontario

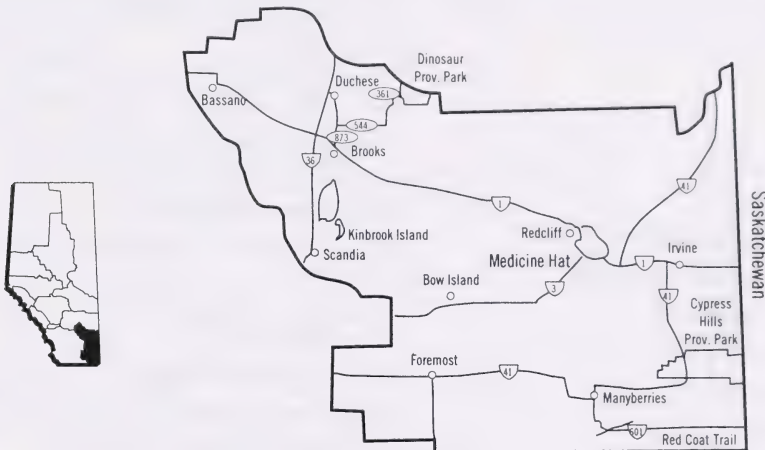
M5S 2V6

PROJECT #999T

ID#: _____

GATEWAY

Below is a map of the Gateway area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Gateway area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Gateway area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 Aware	Q.2 Attended
Elkwater Winter Festival	1	1
Brooks Fall Fair	2	2
Spring Indoor Rodeo (Medicine Hat)	3	3
Box Spring Rodeo (Medicine Hat)	4	4
Spectrum Festival (Medicine Hat)	5	5
Brooks Kinsmen Rodeo	6	6
Redcliff Days	7	7
Southern Alberta Summer Games (Redcliff)	8	8
Bow Island Bean Pot Festival and Rodeo	9	9
Western Canadian Champion Hill Climb (Patricia)	0	0
Elkwater Rodeo	1	1
Bassano Rodeo	2	2
Medicine Hat Exhibition and Stampede	3	3

2. Which, if any, of these events did you attend on your trip to this area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Gateway area. CIRCLE AS MANY AS APPLY.

Swimming	1	Visiting Clay Products Interpretive Centre Medicine Hat	8
Hiking	2	Visiting a Tourist Information Centre in the Area	9
Biking	3	Visiting Medicine Hat Museum	0
Down Hill Skiing	4	Visiting Brooks Museum	1
Canoeing/Boating	5	Visiting Irvine Museum	2
Golfing	6	Visiting Etizkom Museum	3
Shopping	7	Visiting Redcliff Museum	4
Fishing	8	Visiting Alberta Wildlife Research Centre (Pheasant Hatchery)	5
Visiting Riverside Waterslide	9	Visiting Whispering Creek Petting Ranch - Brooks	6
Visiting Tyrrell Field Station	0	Visiting Echo Dale Regional Park - Medicine Hat	7
Visiting Tillebrook Provincial Park	1	Visiting City Hall of Medicine Hat	8
Visiting Kinbrook Island Provincial Park	2	Visiting Greenhouse Tours	9
Visiting Dinosaur Provincial Park	3	Visiting Red Rock Coulee	0
Visiting Tour of Medicine Hat	4	Visiting Brooks Horticulture Centre	1
Visiting Brook Aqueduct	5		
Visiting Bassano Dam	6		
Visiting Cypress Hills Provincial Park	7		

4. Please indicate the main reason for your visit to the Gateway area.

5. What different sources of information, if any, did you use while planning this trip to the Gateway area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

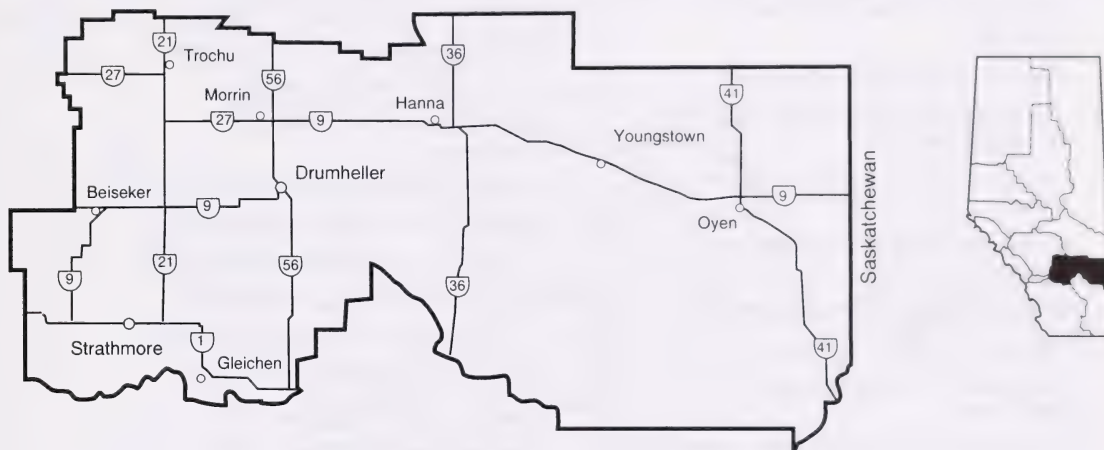
GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

PROJECT #999T

ID#: _____

BIG COUNTRY

Below is a map of the Big Country area which you visited on the trip you took to _____ which ended on _____.
For the next section, please think only of the places you visited in the Big Country area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Big Country area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Pro Rodeo & Professional Chuck Wagon Racing Finals - Strathmore	1	1
Hanna Indoor Pro Rodeo	2	2
Cereal Pro Rodeo	3	3
Hand Hills Pro Rodeo	4	4
Rockyford FCA Rodeo	5	5
Oyen Agricultural Fair	6	6
Hanna Fall Fair	7	7
Heritage Days - Three Hills, East Coulee, Beiseker	8	8
Plowman's and Thresherman's Reunion and Show - Irricana	9	9

2. Which, if any, of these events did you attend on your trip to this area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Big Country area.
CIRCLE AS MANY AS APPLY.

Hiking	1	Visiting Hanna Pioneer Village and Museum	5
Canoeing	2	Visiting Yesteryear Artifacts Museum at Rowley	6
Golfing	3	Visiting Guzoo Animal Farm - Three Hills	7
Camping	4	Visiting Arboretum - Trochu	8
Fishing	5	Visiting St. Ann Ranch Trading Company	9
Visiting a tourist information centre in the area	6	Tea House and Country Inn - Trochu	0
Visiting Prairie Oasis Park - Sheerness	7	Visiting Custom Woollen Mills - Linden	1
Visiting Rosebud Dinner Theatre - Rosebud Historical Townsite	8	Visiting Reptile World Drumheller	2
Visiting Prairie Central Pioneer Museum - Cereal	9	Visiting Royal Tyrrell Museum of Palaeontology	3
Visiting Homestead Antique Museum - Drumheller	0	Visiting the Badlands in Drumheller Valley	4
Visiting Bleriot Ferry - Dinosaur Trail	1	Visiting Kneehill Museum in Three Hills	5
Visiting Prehistoric Park - Dinosaur Trail	2	Visiting Trochu Valley Historical Museum	6
Visiting Atlas Coal Mine Museum - East Coulee	3	Visiting the Hand Hills outside Hanna	7
Visiting Siksika Museum of Human History - Gleichen	4	Visiting Horseshoe Canyon near Drumheller	8
		Visiting the Hoodoos near Drumheller	9
		Visiting Crossroads Museum - Oyen	0
		Visiting Pioneer Sod House - Morrin	1

4. Please indicate the main reason for your visit to the Big Country area.
-

5. What different sources of information, if any, did you use while planning this trip to the Big Country area?
CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

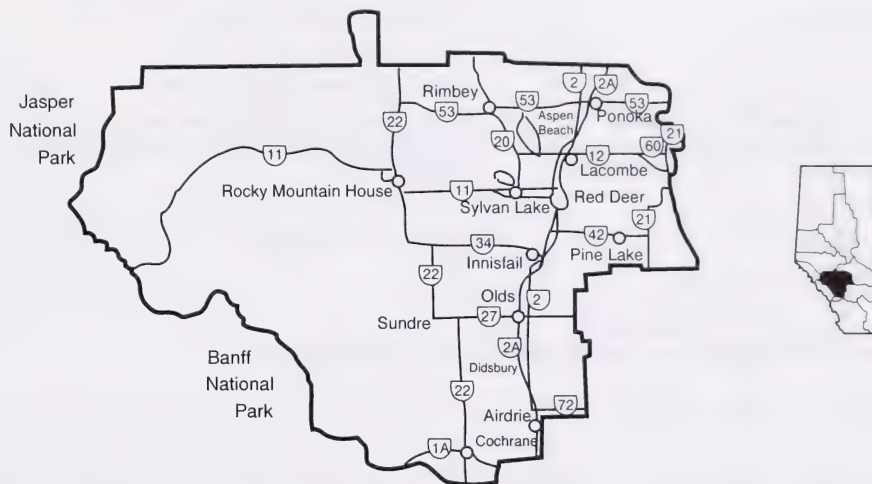
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PROJECT #999T

ID#: _____

DAVID THOMPSON COUNTRY

Below is a map of the David Thompson Country area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the David Thompson Country area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the David Thompson Country area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
David Thompson Days - Rocky Mountain House	1	1
Westerner Days - Red Deer	2	2
Red Deer International Airshow	3	3
Ponoka 54th Annual Stampede	4	4
Daines Country Music Picnic - Innisfail	5	5
Gary Logan Memorial Rodeo - Sundre	6	6
Western Heritage Carriage & Saddle Rally - Cochrane	7	7
Rimbey Rodeo - Rimbey	8	8
Olds Mountain View County Fair - Olds	9	9

2. Which, if any, of these events did you attend on your trip to this area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the David Thompson Country area. CIRCLE AS MANY AS APPLY.

Hiking	1	Visiting Olds College	6
Down Hill Skiing	2	Visiting Fort Ostell - Ponoka	7
Cross-Country Skiing	3	Visiting Red Deer Museum/Fort Normandeau	8
Golfing	4	Visiting Mandelin Antique Museum - Rocky Mountain House	9
Trail Riding	5	Visiting Innisfail Historical Village	0
Camping	6	Visiting Bowden Pioneer Museum	1
Fishing	7	Visiting Nose Creek Valley Museum -Airdrie	2
White Water Rafting	8	Visiting Markervill Creamery	3
Sightseeing	9	Visiting Stephansson House	4
Visiting Friends/Relatives	0	Visiting Michener House - Lacombe	5
Attending Business & Convention	1	Visiting Nordegg Historic Mine Site	6
Visiting Rocky Mountain House National Historical Park	2	Visiting Kerry Wood Nature Centre/Gaetz Lakes Sanctuary	7
Visiting Sylvan Lake	3	Visiting Raven Brood Trout Stations	8
Visiting Pine Lake	4	Visiting Cochrane Ranche	9
Visiting Dry Island Buffalo Jump	5		

4. Please indicate the main reason for your visit to the David Thompson Country area.
- _____

5. What different sources of information, if any, did you use while planning this trip to the David Thompson Country area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

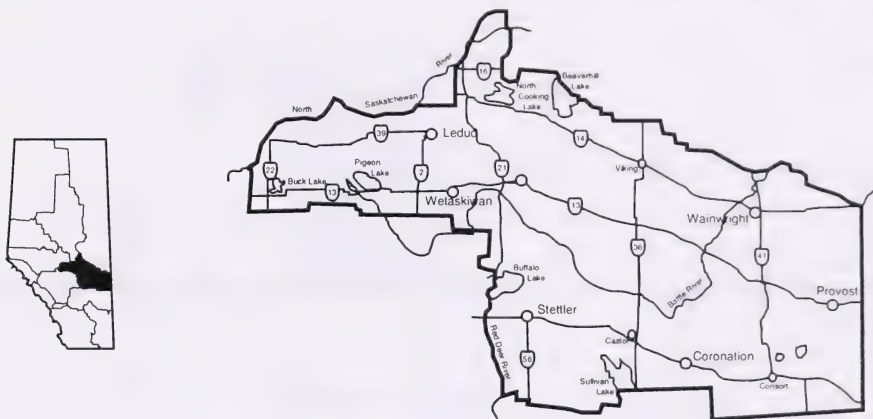
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BATTLE RIVER

Below is a map of the Battle River area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Battle River area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Battle River area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Camrose Jaywalkers Jamboree	1	1
Bruce Stampede	2	2
Edberg Rodeo	3	3
Castor Winterfest	4	4
Sherwood Park Trade Fair	5	5
Strathcona County Fair	6	6
Stettler County Fair and Pro Rodeo	7	7
Devon Days	8	8
Wainwright Stampede	9	9

2. Which, if any, of these events did you attend on your trip to the Battle River area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

-
3. In the list below, please circle all the activities in which you personally participated on the trip in the Battle River area. CIRCLE AS MANY AS APPLY.

Hiking	1	Visiting a Tourist Information Centre in the Area	0
Biking	2	Attending a Fly-In Breakfast	1
Down Hill Skiing	3	Attending Rodeo	2
Canoeing	4	Attending Sporting Tournaments	3
Golfing	5	Visiting Museums	4
Trail Riding	6	Riding the Steam Train	5
Camping	7	Visiting EM-TE Town	6
Back Country Skiing	8	Visiting Donalda Lamp Museum	7
Fishing	9		

4. Please indicate the main reason for your visit to the Battle River area.

5. What different sources of information, if any, did you use while planning this trip to the Battle River area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

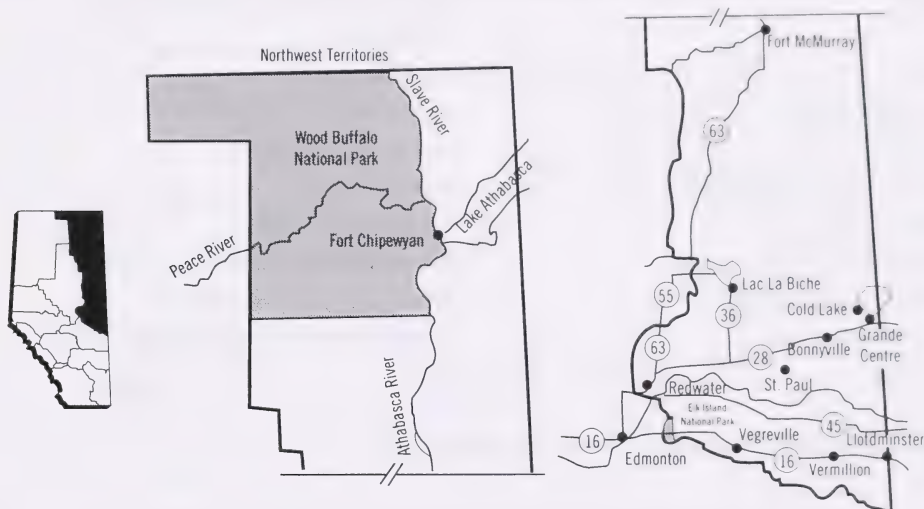
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LAKELAND

Below is a map of the Lakeland area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Lakeland area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Lakeland area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 Aware	Q.2 Attended
Ukrainian Pysanka Festival	1	1
Pow Wow Day In Lac La Biche	2	2
Aqua Days	3	3
Alberta Cup Cross Country Ski Races	4	4
Blueberry Festival	5	5
Coors Cowboy Countdown	6	6
Lakeland Rodeo Finals	7	7
World Pumpkin Weigh-In	8	8

2. Which, if any, of these events did you attend on your trip to the Lakeland area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in Lakeland and area. CIRCLE AS MANY AS APPLY.

Hiking	1	Attending Sporting Events	6
Biking	2	Attending Country Fairs	7
Down Hill Skiing	3	Visiting Lac La Biche Mission	8
Canoeing/Boating	4	Visiting Sir Winston Churchill Provincial Park	9
Golfing	5	Visiting Cold Lake Provincial Park	0
Trail Riding	6	Visiting a Tourist Information Centre in the Lakeland area	1
Camping	7	Hunting	2
Cross Country Skiing	8	Water Sports	3
Fishing	9	Horseback/Trail Riding	4
Visiting Museums/Historical Sites	0	Sightseeing	5
Shopping	1	Visiting the Oil Sands	6
Wildlife Viewing	2	Visiting Gregoire Lake Provincial Park	7
Attending Business Functions	3	Visiting Elk Island National Park	8
Attending Family Affairs	4	Visiting Ukrainian Cultural Heritage Village	9
Fly-in Fishing	5		

4. Please indicate the main reason for your visit to the Lakeland area.
- _____

5. What different sources of information, if any, did you use while planning this trip to the Lakeland area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

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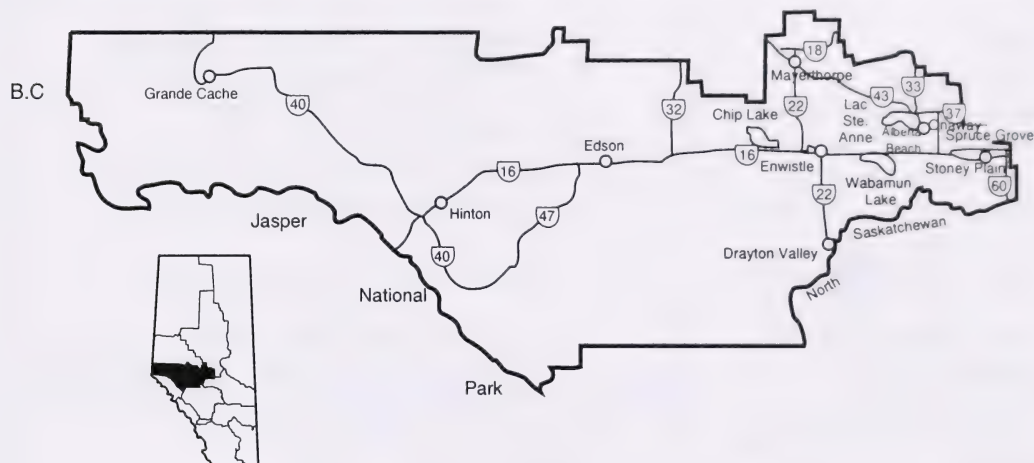
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EVERGREEN

Below is a map of the Evergreen area which you visited on the trip you took to _____ which ended on _____.
For the next section, please think only of the places you visited in the Evergreen area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Evergreen area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 Aware	Q.2 Attended
Pilgrimage to Lac Sainte Marie	1	1
Polynesian Days - Alberta Beach	2	2
Sailing Regatta - Wabamun	3	3
Kinsmen Ball Tournament - Edson	4	4
PV Family Daze - Evansburg	5	5
Coal Dust Daze - Grade Cache	6	6
Derby Days - Hinton	7	7
Winter Magic - Hinton	8	8
Medicine Lodge Rodeo - Medicine Lodge	9	9

2. Which, if any, of these events did you attend on your trip to the Evergreen area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Evergreen area. CIRCLE AS MANY AS APPLY.

Hiking	1	Camping	9
Biking	2	Golfing at Edson Golf & Country Club - Edson	0
Down Hill Skiing	3	Golfing at Mayerthorpe Golf Course -Mayerthorpe	1
Canoeing	4	Golfing at Hinton Golf Course - Hinton	2
Trail Riding	5	Golfing at the Links - Spruce Grove	3
Back Country Skiing	6	Golfing at Ranch Golf & Country Club - Winterburn	4
Fishing	7	Visiting Andrew Wolf Winery - Stony Plain	5
Hunting	8	Visiting Multi Cultural Centre - Stony Plain	6
Sightseeing	9	Visiting Oppertshauser House - Stony Plain	7
Golfing at Pine Ridge - Seba Beach	0	Visiting Red Brick School - Edson	8
Golfing at Pembina Valley - Evansburg	1	Visiting Galloway Museum - Edson	9
Golfing at Silver Sands - Fallis	2	Visiting Alberta Beach Museum - Alberta Beach	0
Golfing at Birchwood Village Greens - M.D. of Brazeau	3	Visiting Sangudo Pioneer Museum - Sangudo	1
Grande Cache Golf & Country Club - Grande Cache	4	Visiting Forestry Museum - Hinton	2
Golfing at Ironhead - Wabamun	5	Visiting Botanical Gardens - Devon	3
Golfing at Ross Haven - Onoway	6	Visiting Canadiana Antique Museum - Lodgepole	4
Golfing at Enoch/Indian Lakes - Winterburn	7	Visiting a Tourist Information Centre in the Area	5
Golfing at Stony Plain Golf Course - Stony Plain	8		

4. Please indicate the main reason for your visit to the Evergreen area.
- _____

5. What different sources of information, if any, did you use while planning this trip to the Evergreen area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

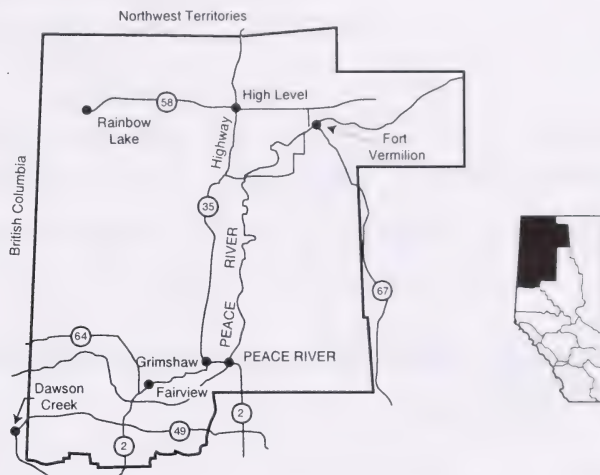
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LAND OF THE MIGHTY PEACE

Below is a map of the Land of the Mighty Peace area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Land of the Mighty Peace area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Land of the Mighty Peace area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Provincial Wanham Plowing Match	1	1
Stampedes	2	2
River Days	3	3
Heritage Days	4	4
Corn Huskers Jamboree	5	5
Oktoberfest	6	6
Urchaga Days	7	7
Trade Fairs	8	8
Agricultural Fairs	9	9

2. Which, if any, of these events did you attend on your trip to the Land of the Mighty Peace area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Land of the Mighty Peace area. CIRCLE AS MANY AS APPLY.

Hiking	1	Fishing	1
Biking	2	Visiting Historic Dunvegan	2
Down Hill Skiing	3	Visiting Fort Vermillion	3
Canoeing	4	Visiting High Level Tourist Info Museum	4
Boating	5	Visiting Hutch Lake	5
Golfing	6	Attending Tar Island River Cruise	6
Trail Riding	7	Visiting a Tourist Information Centre in the Land of the Mighty Peace	7
Camping	8	Bird Watching	8
Cross Country Skiing	9	Attending Sporting Events	9
Hunting game bird and big game	0	Visiting Farmers Markets	0

4. Please indicate the main reason for your visit to the Land of the Mighty Peace area.
- _____

5. What different sources of information, if any, did you use while planning this trip to the Land of the Mighty Peace area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

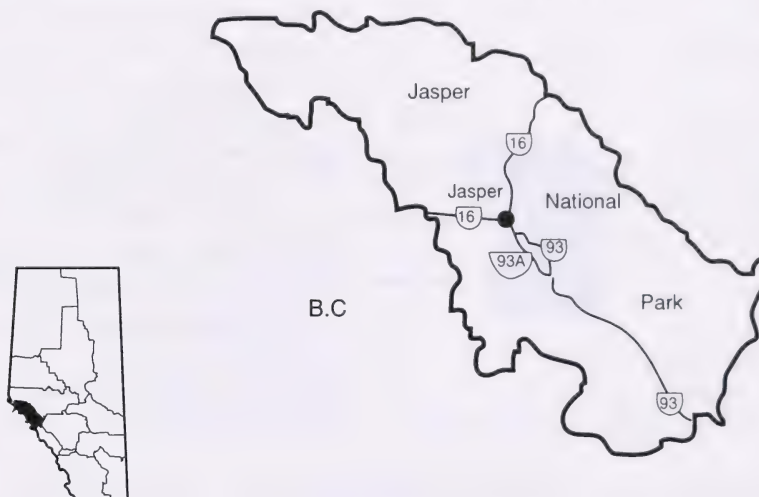
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JASPER

Below is a map of the Jasper area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Jasper area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Jasper area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Jasper Lions Indoor Rodeo	1	1
Jasper Heritage Folk Festival	2	2
Jasper/Banff Relay Race	3	3
Jasper In January Winter Festival	4	4
Ski Races at Marmot Basin	5	5

2. Which, if any, of these events did you attend on your trip to this area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Jasper area. CIRCLE AS MANY AS APPLY.

Boating	1	Visiting Maligne Lake	0
Canoeing	2	Visiting Maligne Lake Boat Cruise	1
Windsurfing	3	Visiting Maligne Canyon Crawl (Winter)	2
Scuba Diving	4	Visiting Pyramid Stable	3
Aqua Biking	5	Visiting Jasper Park Lodge Stables	4
Paddle Boating	6	Attending Commercial Tours	5
Water Skiing	7	Visiting Jasper Aquatic Centre	6
White Water Rafting	8	Visiting Miette Hotspring	7
Skating	9	Visiting Jasper Tramway	8
Horse Back Riding	0	Visiting Athabasca Falls	9
Horse Back Pack Trip	1	Visiting Sunwapta Falls	0
Cross Country Skiing	2	Visiting Mount Edith Cavell	1
Downhill Skiing	3	Visiting Punchbowl Falls	2
Golfing	4	Visiting Pyramid Lake	3
Playing Tennis	5	Visiting Columbia Icefields	4
Back packing	6	Visiting Maligne Canyon	5
Visiting Icefield Parkway and Centre	7	Visiting Lac Beauvert	6
Horse Drawn Sleigh Rides	8	Visiting Lake Edith & Lake Annette	7
Visiting a tourist information centre in the area	9	Visiting Patricia Lake	8

4. Please indicate the main reason for your visit to the Jasper area.
- _____

5. What different sources of information, if any, did you use while planning this trip to the Jasper area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

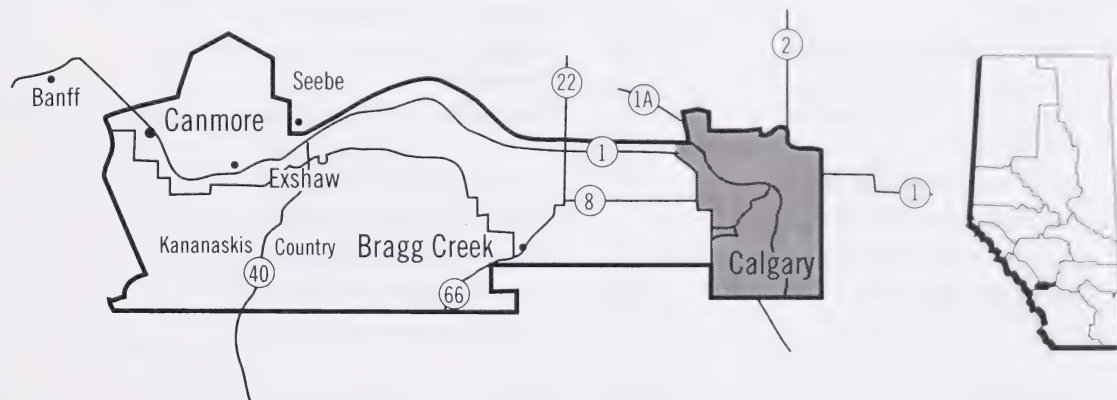
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CALGARY & AREA

Below is a map of the Calgary and area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Calgary and area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Calgary and area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Calgary Exhibition & Stampede	1	1
Calgary Winter Festival	2	2
Children's Festival	3	3
International Native Arts Festival	4	4
Jazz Festival	5	5
Country Music Festival	6	6
Folk Festival	7	7
Rodeo Royale	8	8
Spruce Meadows Equestrian Events	9	9

2. Which, if any, of these events did you attend on your trip to Calgary and area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in Calgary and area. CIRCLE AS MANY AS APPLY.

Hiking	1	Visiting Restaurants/Dining	4
Biking	2	A Weekend Getaway	5
Canoeing	3	Visiting Calgary Tower	6
Golfing	4	Visiting Glenbow Museum	7
Trail Riding	5	Visiting Fort Calgary	8
Back Country Skiing	6	Visiting Calaway Park	9
Fishing	7	Visiting Canada Olympic Park	0
Downtown Walkway Shopping	8	Visiting Alberta Science Centre & Centennial Planetarium	1
Attending a Conference, Seminar or Symposium	9	Visiting Chinook Shopping Centre	2
Attending Business/Sales Meeting	0	Visiting Calgary Chinatown	3
Visiting Friends and Relatives	1	Visiting Calgary Public Parks	4
Visiting a tourist information centre in the area	2	Visiting Calgary Leisure Centres	5
Visiting Provincial Parks	3	Attending Calgary Performing Arts	6
		Attending Professional Sports	7

4. Please indicate the main reason for your visit to Calgary and area.
- _____

5. What different sources of information, if any, did you use while planning this trip to Calgary and Area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

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EDMONTON

When answering the questions below, please think only of the places you visited in Edmonton on the trip you took to _____ which ended on _____.

1. In the list below, please indicate which of these events you are aware of in Edmonton. CIRCLE AS MANY ITEMS AS APPLY.



	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>	Q3 <u>Main Source</u>
International Jazz City Festival	1	1	[]
The Works: A Visual Arts Celebration	2	2	[]
Edmonton Street Performers Festival	3	3	[]
Edmonton's Klondike Days	4	4	[]
Edmonton Heritage Festival	5	5	[]
Edmonton Folk Music Festival	6	6	[]
Fringe Theatre Event	7	7	[]
First Night Festival	8	8	[]
Canadian Finals Rodeo	9	9	[]
Edmonton Symphony Performances	0	0	[]
Edmonton Opera Performances	1	1	[]
Alberta Ballet Performances	2	2	[]
Citadel Theatre Performances	3	3	[]

2. Which, if any, of these events did you attend on your trip in Edmonton. CIRCLE ALL NUMBERS THAT APPLY ABOVE.
3. Please use the codes in the box below and record in the space provided above the most useful source of information in planning your attendance to these events on this trip.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	10
Travel Agent	5	Tourism Association/Bureau	11
Consumer Shows	6	None	12

4. In the list below, please circle all the attractions which you are aware of in Edmonton. CIRCLE AS MANY ITEMS AS APPLY.

	Q.4 <u>Aware</u>	Q.5 <u>Attended</u>	Q.6 <u>Main Source</u>
AGT Vista 33 View Gallery and Museum	1	1	[]
Alberta Legislature Building/Pedway Display	2	2	[]
Alberta Railroad Museum	3	3	[]
C & E Railway Station	4	4	[]
Canada's Aviation Hall of Fame	5	5	[]
Canadian Country Music Hall of Honour	6	6	[]
Devonian Botanic Garden	7	7	[]
Edmonton River Valley Parks	8	8	[]
Edmonton Oilers Game	9	9	[]
Edmonton Eskimos Game	0	0	[]
Edmonton Art Gallery	1	1	[]
Edmonton Police Museum	2	2	[]
Muttart Conservatory	3	3	[]
John Janzen Nature Centre	4	4	[]
John Walter Museum	5	5	[]
Klondike Jet Boats	6	6	[]
Old Strathcona Historic Area	7	7	[]
Old Strathcona Model and Toy Museum	8	8	[]
Provincial Museum of Alberta	9	9	[]
Edmonton Public Schools Archives and Museum	0	0	[]
Edmonton Space and Science Centre	1	1	[]
Fort Edmonton Park	2	2	[]
Rutherford House	3	3	[]
Telephone Historical Information Centre	4	4	[]
Ukrainian Cultural Heritage Village	5	5	[]
University of Alberta	6	6	[]
Valley Zoo	7	7	[]
Whitemud Amusement Park	8	8	[]

5. Which, if any, of these attractions did you visit on your trip in Edmonton?  CIRCLE ALL NUMBERS THAT APPLY ABOVE.
6. Please use the same codes as outlined in Question 3 and record in the space provided above the most useful source of information in planning your visit to these attractions on this trip. 
7. Please indicate the main reason for visiting Edmonton.

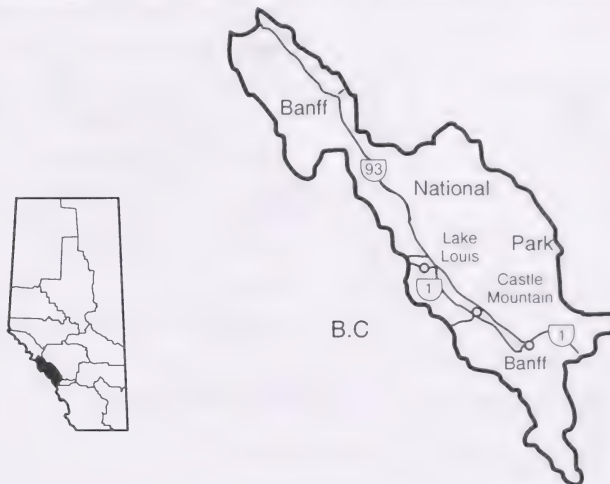
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BANFF NATIONAL PARK

Below is a map of the Banff National Park area which you visited on the trip you took to _____ which ended on _____.
 For the next section, please think only of the places you visited in the Banff National Park area when answering the questions.



1. In the list below, please indicate if you are aware of this event in the Banff National Park area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 Aware	Q.2 Attended
Banff Festival of Mountain Films	1	1
Banff Festival of the Arts	2	2
Banff Television Festival	3	3
Banff Winter Festival	4	4
Jasper - Banff Relay Race	5	5
Melissa's Mini Marathon	6	6
Winterstart	7	7
Banff Centre Playbill Series	8	8
Banff - Calgary Road Relay	9	9

2. Did you attend this event on your trip to the Banff National Park area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Banff National Park area. CIRCLE AS MANY AS APPLY.

Hiking	1	Mountain/Rock Climbing	6
Biking	2	Visiting Sunshine Village in Summer	7
Down Hill Skiing	3	Visiting Skokie Lodge - Lake Louise	8
Canoeing	4	Visiting Lake Louise	9
Golfing	5	Visiting Moraine Lake - Lake Louise	0
Trail Riding (overnight)	6	Visiting Sulphur Mountain Gondola	1
Camping	7	Visiting Lake Minnewanka Boat Tours	2
Cross Country/Back Country Skiing	8	Visiting Warner Trail Rides	3
Fishing	9	Visiting Upper Hot Springs	4
Snorkeling/Diving	0	Visiting Banff Springs Hotel	5
Windsurfing	1	Visiting Columbia Icefield	6
Wildlife/Bird Watching	2	Visiting a Museum/Art Gallery	7
Rafting	3	Visiting Lake Louise Gondola	8
Attending Performance at Banff Centre	4	Shopping	9
Visiting Cave and Basin	5	Attending Brewster Sightseeing Coach Tour	0

4. Please indicate the main reason for your visit to the Banff National Park area.

5. What different sources of information, if any, did you use while planning this trip to the Banff area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

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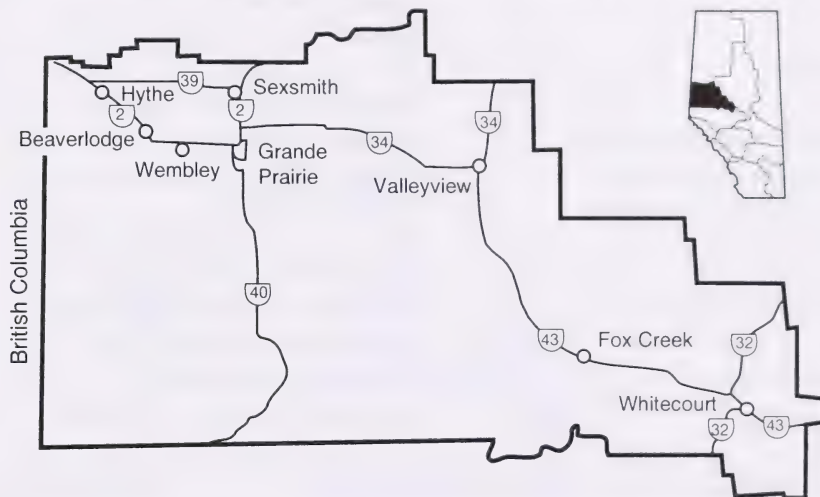
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GAME COUNTRY

Below is a map of the Game Country area which you visited on the trip you took to _____ which ended on _____. For the next section, please think only of the places you visited in the Game Country area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Game Country area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Grande Prairie Winterlude	1	1
Whitecourt Trade Fair	2	2
Grande Prairie Stampede	3	3
Grande Prairie & District Agricultural Fair	4	4
South Peace Centennial Museum Pioneer Day	5	5
Grande Prairie Dinosaur Festival	6	6
Beaverlodge Heritage Days	7	7
Grande Prairie Highland Games	8	8
Valleyview Fair and Rodeo	9	9

2. Which, if any, of these events did you attend on your trip to the Game Country area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Game Country area. CIRCLE AS MANY AS APPLY.

Hiking	1	Visiting Pioneer Museum	9
Biking	2	Attending Industrial Plant Tours (Proctor & Gamble)	0
Down Hill Skiing	3	Visiting Muskoseepi Park	1
Boating	4	Visiting Art Galleries	2
Golfing	5	Visiting Lewis Brothers Winery	3
Trail Riding	6	Visiting Crystal Lake Bird Sanctuary	4
Hunting	7	Visiting GP Regional College & Theatre	5
Cross Country Skiing	8	Visiting Evergreen Park	6
Fishing	9	Visiting Sexsmith Blacksmith Shop	7
Visiting a Tourist Information Centre in the area	0	Visiting Wald's Petting Zoo	8
Attending Whitecourt Industrial tours	1	Visiting South Peace Centennial Museum	9
Visiting Carson Pegasus Provincial Park	2	Visiting Pipestone Creek	0
Visiting Fox Creek Wilderness	3	Visiting Saskatoon Lake & Bird Sanctuary	1
Visiting Sturgeon Lake	4	Visiting Beaverlodge Hotel Museum	2
Visiting Youngs Point Campground	5	Visiting Driftwood Ranch Exotic Animals	3
Birdwatching	6	Visiting Spring Lake Recreation Area	4
Attending Farmers Markets	7	Visiting Staggs' Buffalo Ranch	5
Windsurfing	8	Attending Sporting Events/ Tournaments	6

4. Please indicate the main reason for your visit to the Game Country area.

5. What different sources of information, if any, did you use while planning this trip to the Game Country area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

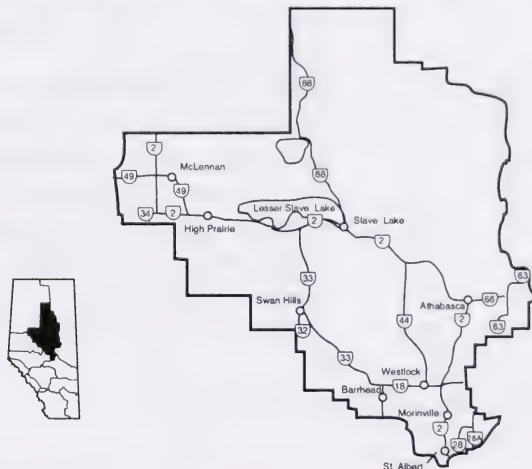
GALLUP CANADA, INC.
180 Bloor Street, West
Toronto, Ontario
M5S 2V6

PROJECT #999T

ID#: _____

MIDNIGHT TWILIGHT

Below is a map of the Midnight Twilight area which you visited on the trip you took to _____ which ended on _____.
For the next section, please think only of the places you visited in the Midnight Twilight area when answering the questions.



1. In the list below, please indicate which of these events you are aware of in the Midnight Twilight area. CIRCLE AS MANY ITEMS AS APPLY.

	Q.1 <u>Aware</u>	Q.2 <u>Attended</u>
Rainmaker Rodeo in St. Albert	1	1
Alberta Open Sandcastle Championship (Lesser Slave Lake)	2	2
Native Friendship Centre Cultural Days (Slave Lake)	3	3
Pow Wow Days at Poundmaker Lodge (St. Albert)	4	4
Riverboat Days (Slave Lake)	5	5
Golden Walleye Classic in High Prairie	6	6
North Country Fair (Spruce Point Park - Kinuso)	7	7
Annual Teddy Bear Picnic - Alberta Wildlife Park	8	8
Open Farmers Market every Saturday - St. Albert	9	9

2. Which, if any, of these events did you attend on your trip to the Midnight Twilight area. CIRCLE ALL NUMBERS THAT APPLY ABOVE.

3. In the list below, please circle all the activities in which you personally participated on the trip in the Midnight Twilight area. CIRCLE AS MANY AS APPLY.

Hunting	1	Visiting Father Lacombe Chapel	6
Fishing	2	Visiting Kinosayo Museum at Kinuso	7
Camping	3	Downhill Skiing	8
Birdwatching	4	Birdwatching at Kimiwan Lake	9
Ice Fishing	5	Visiting Wildlife Staging Area - Utikuma Lake	0
Skidooing	6	Visiting Historical/Cultural Centre of Morinville	1
Golfing	7	Visiting Museum at Gibbons	2
Visiting a Tourist Information Centre in the area	8	Visiting Native Cultural Art Museum (Grouard)	3
Taking Jet Boat Tours on Athabasca River	9	Visiting Redwater & District Museum	4
Visiting Thunder Lake Provincial Park	0	Visiting High Prairie & District Museum	5
Visiting Calling Lake Provincial Park	1	Visiting Westlock Public Museum	6
Visiting Hilliard's Bay Provincial Park	2	Visiting Historical & Railway Museum at McLennan	7
Visiting Cross Lake Provincial Park	3	Visiting Barrhead Centennial Museum	8
Visiting Winagami Provincial Park	4	Visiting Musée Girouxville	9
Visiting Lesser Slave Provincial Park	5	Visiting Fort Assinboine Museum	0

4. Please indicate the main reason for your visit to the Midnight Twilight area.
-

5. What different sources of information if any, did you use while planning this trip to the Midnight Twilight area? CIRCLE ALL THAT APPLY.

Television	1	Brochures/Pamphlets	7
Radio	2	Advice from friends and relatives	8
Newspapers	3	Visited this region before	9
Magazines	4	Alberta Tourism/Government	0
Travel Agent	5	Tourism Association/Bureau	1
Consumer Shows	6	None	2

Appendix 4

List of Reports

1991 Alberta Resident Travel Survey:

Provincial Summary

Vacation/Pleasure Travel

Travel to Visit Friends and Relatives

Travel for Shopping

Business and Convention Travel

Travel by Residents of Edmonton and Calgary

Out-of-Province Travel

Technical Report

National Library of Canada
Bibliothèque nationale du Canada



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